

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXVI. NEW YORK, SEPTEMBER 7, 1911.

No. 10



There is one class of advertising agents who cause us amazement. We refer to the agent who seeks business on the ground that he is little, and who impressively warns an advertiser against an agency that has size, or age, or organization.

If this brother is right, John Wanamaker is a failure and the peddler with a pack is an ideal business man—he certainly gives everything and everybody personal attention.

Think of this kind of talk being passed out on the quiet, to a man or firm that has made determined effort to overcome being little, and is considering advertising as a means to that end! It may even be imparted to a corporation with a full line of officers and directors, and doing business at eight or ten branch offices!

We never saw one of these men who remained little any longer than he could help—did you? If being little is such a good thing, we cannot understand why they try so hard to overcome that condition.

Taken altogether, is not the appeal to littleness in this growing, developing, expanding age of business, entitled to a rest?

Philadelphia

New York

Boston

Chicago

Cleveland



THE FEDERALIST



"Put it up to men who know your market."

This is to be the monthly meeting-place between the Staff of Federal and the advertising world. Now and then we hope to put over an idea that will repay all the attention you may give us. Incidentally we mean to tell you such news about our work as will support our modest claim that the Federal is the most progressive, and therefore fastest growing advertising agency in the business. If you doubt it, make us prove it.

So far as we know it the Federal is the only genuine Departmentized Agency — with each trade in charge of a real sales-manager, experienced in that line beyond the conception of a "general" agency man. It is our belief that "knowledge without experience is theory." So when you put your advertising problem up to men who know your market, you may be sure of the most economical and effective advice possible. It is experience versus experiment.

We have grown quite accustomed to the habit of our more or less esteemed contemporaries coming to the Federal Staff for the acquisition of trained talent.

But here's a new one—recently we have been receiving congratulations from our friends and even requests for specimen plates from a printing journal for a notable R.R. series that some "acquired" Federal talent did

not sufficiently disguise to conceal its source of inspiration. "Low bridge—look out for your heads."

Our art and print exhibit at the National Arts Building during convention week made quite a hit. The old Waltham jeweler was voted the most interesting character creation in the advertising year. Some of Federal's new ideas in booklet make-up abetted by Strathmore stock surprised the talent. Tell us who you are and we'll introduce Our Print Shop.

The month's best—the introduction of Mr. Goodresser to the New York public in the interest of our well-known client—Truly Warner.

Mr. Goodresser, I want to meet you tomorrow at any one of my ten Greater New York stores to prove my title to "Hatter to Mr. Goodresser."

My new Hats will be on display, and I will take occasion to show you the styles that you and all Goodressers will wear this Fall. Not one of our ten styles actually you before you, but a hundred or more—every one different and every one right.

The quality you don't have to worry about. Over \$18,000 Goodressers before you will back that against anything this side of it. The price is 10¢. Don't forget, Mr. Goodresser, that you have a date with your tailor.

Truly Warner

CHICAGO ST. LOUIS CLEVELAND

If you want to start something new, write

Federal Advertising Agency
243-249 West 39th Street, New York
CHICAGO ST. LOUIS CLEVELAND

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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No. 10

HOW HEINZ "UNLOADS" THE DEALER

WHEN ANY OF THE "57 VARIETIES" GET SHOPWORN ON THE DEALER'S SHELVES THE H. J. HEINZ COMPANY BUYS THEM BACK AT A LOW FIGURE AND DESTROYS THEM—WHAT IS CALLED THE "UNLOADING DEPARTMENT" MAKES A BUSINESS OF KEEPING THE DEALER'S STOCK IN THE BEST POSSIBLE CONDITION—A MOVE THAT MET WITH IMMEDIATE RESPONSE FROM THE RETAILERS

By Frederick W. Nash,

Sales Department, H. J. Heinz Company, Pittsburgh.

The two essentials in marketing any food product or similar commodity are customarily considered:

First: Distribution to the retailer, *i. e.*, sales to the trade.

Second: Advertising, or education of the consumer to want the product and ask for it.

Incidentally, nearly all wide-awake sales organizations in recent years have devised various ways and means to promote store co-operation or interest on the part of the retailer in pushing their respective lines, as it is generally realized that however efficient may be the advertising, a large part of its results will be missed without the co-operation of the retailer.

While these principles have been generally understood, the trouble has been that most manufacturers or sellers have endeavored to place a part of their responsibility on the retailer, so that the retailer has been too busy and too much diverted with his own personal interests in other ways to follow out any very considerable part of the suggestions

or to accomplish the work expected of him in this connection.

The tendency of the average salesman, even down to the present time, is to be a "loader-up," leaving the buyer to his own resources in disposing of the goods after they reach his store. While such a policy is more or less practicable with some lines of merchandise which are not subject to rapid deterioration, H. J. Heinz Company early realized that it would be suicidal to the desired expansion of its business, which ultimately depends upon the freshness and goodness of "The 57 Varieties" when they reach the tables of consumers.

If a merchant were stocked up with a large line of perishable food products, some of which were not marketed within a reasonable time, thereby deteriorating, it could not be expected of the average merchant that he would consider the best interests of the manufacturer, whose name appears on the original packages, to the extent of disposing of these old goods in a way that would not injure the reputation of the maker. Hence, the problem arose, What shall be done to aid the grocer in marketing Heinz Products while they are fresh and in proper condition to go to the consumers? And also, What shall be done with old stocks in the grocery stores after they have deteriorated and are no longer up to the Heinz standard?

Out of the discussion and need for some means or method of overcoming this difficulty (which confronts nearly every manufacturer of perishable food products) has grown what is known as the Heinz Unloading Department, the aim of which is to unload the shelves of the merchant

of any Heinz goods liable to deteriorate, or to help market the goods in cases where the merchants have been injudiciously overloaded on any Heinz Varieties.

Mr. Heinz argued: "Of what avail is the manufacture of quality goods if the retailer is to keep from 25 to 50 per cent of these goods on his shelves until they have deteriorated in a way that will make them unattractive to the consumer when they reach his table? Of what avail is it to advertise the cleanliness and quality of The 57 Varieties to the consumer if, as a result of this advertising, he goes to the grocery store and is handed out a deteriorated package which will make the wrong impression and largely nullify the good opinion which should have been generated by the sale.

"If we consider it good business to spend extra money in insuring cleanliness and quality of our product at the outset, if we consider the amount spent in advertising the attractiveness of our line to the consumer as well spent, then it naturally follows that we ought not to hesitate to spend some money in insuring the delivery of our products to the consumer while fresh and palatable."

The entire subject was taken up in salesmen's conventions all over the country and definite instructions given for the sales force to spend whatever time was required for the next thirty to sixty days following these conventions in carrying out the policy of cleaning out every store of unsalable and unsightly deteriorated Heinz products.

This work was begun in a wholesale way immediately after the first of last January. The salesmen were instructed not to try to sell goods during their trips while this work was going on, although of course they received a good many orders which were voluntarily handed them by merchants. Adjustments were made with merchants for these old goods on the best terms which were satisfactory to the trade—

usually at about an average of 50 per cent of the original cost value of these deteriorated products, so that Heinz and the merchant each shared in the cost of cleaning out the store of these unsalable and shopworn goods.

When these old goods had been brought together and a price agreed upon at which the merchant would sell them to the Heinz representative, they were then taken out in the back lot and smashed up or otherwise absolutely destroyed.

In connection with this work a point was made of getting all the remaining Heinz Varieties together into one place and constituting a Heinz Department in the store, so that the consumer, upon entering the store, would be impressed with the attractive showing of Heinz goods on the merchant's shelves and, having been interested in the advertising in the magazines or newspapers, would have this interest stimulated to the point of buying.

The results were manifold and eminently satisfactory. In the first place, a better feeling was created with the merchant, who realized the benefit to him in turning into money the various odds and ends of unsalable stock and re-investing this money in new and fresh goods, which could be sold with credit and profit to himself; second, the cleaning up and bringing together into a department of all Heinz goods that were salable attracted the consumer's notice in a way that resulted in greatly increased store sales; and third, the experience and results obtained from doing this work impressed the four or five hundred Heinz salesmen with the importance of being "unloaders," as well as "loaders-up," in marketing The 57 Varieties.

To-day the Heinz salesman does not consider his duty done until the goods which he places in grocery stores are marketed to consumers within a reasonable time and while they are fresh and palatable. He realizes that it is to his interest, as well as to the interest of the merchant from whom he secures business on his

All the Big Features

are controlled by

The Chicago Tribune

The World's Greatest Newspaper

John T. McCutcheon

Laura Jean Libbey

Herbert Kaufman

T. P. O'Connor, M. P.

Lillian Russell

Marquis of Queensberry

No need to tell you or your readers who any of these people are. They make and hold circulation for THE CHICAGO TRIBUNE. They will make and hold it for you.

Features like this have made THE TRIBUNE's syndicate service increase steadily in popularity.

We also have the usual things—but better than usual.

Cut-Outs in Color

4 Pages of Comics

The Worker's Magazine

4 Live Black Pages

Fashion Pages

4 Live Pages in Color

The Embroidery Page

Write for terms to

The Chicago Tribune

Syndicate Department

territory, that Heinz products should reach the tables in just the condition described in the Heinz advertisements, and this idea is being driven home to him with every succeeding month's experience along the new line of policy.

While it has cost some money to clean up the shopworn and deteriorated Heinz goods in grocery stores through the United States, the cost of doing this work has been more than justified already, although hardly six months has passed since the initial campaign was completed. As an advertising venture, purely and simply, the expenditure has already been amply justified through the better feeling generated in the grocery stores. The merchant no longer feels that he has to "paddle his own canoe" to the bitter end if he happens to overbuy on Heinz goods in response to the enthusiastic representations of the Heinz salesman, for he is now convinced that Heinz is no more anxious to oversell him than he is to overbuy, because it would mean a mutual loss in event of the goods becoming old on his shelves.

In the working out and furtherance of the Unloading Department plans, special "unloaders" are employed, whose work consists of cleaning out and fixing up Heinz goods in grocery stores, under the supervision of the territorial salesman. This has been found advisable in some cases in order to relieve the regular traveler of the physical work and save his time, leaving him free to follow the sales or production end of his work in the meantime. However, the great majority of all this work has been done by the territorial travelers themselves, and after one thorough clean-up has been made of the stores, it is found comparatively easy to keep the goods in fairly good condition, especially if a spirit is generated with the clerks which secures their co-operation in keeping the Heinz Department in good condition.

The Heinz Unloading Department is a modern example of the

service extended by the manufacturer and seller to the retailer of his products, which makes the advertising of the company more effective, through opening channels of trade where they would otherwise be closed, and secures better store co-operation.

HILL BUYS "ENGINEERING NEWS"

The Hill Publishing Company, of New York, already the largest engineering house in the world, publishing three weekly engineering papers in this country and two in Europe and projecting a fourth weekly paper in this country, has purchased the *Engineering News*, the leading civil engineers' paper, at a price said to be close to \$1,000,000, and possibly the largest ever paid for any publication outside of the field of the daily newspaper.

There will be no change in the editorial or business management of the paper. George H. Frost, the founder of the *Engineering News*, and the president of the Engineering News Publishing Company, becomes the chairman of the new board of directors of the Hill Company.

The *Engineering News* has had no printing plant of its own, and after the first of the year the work will be done in the modern and highly developed plant of the Hill company, at 505 Pearl street, New York City.

The acquisition of the *Engineering News* represents a continuation of the policy of the Hill company and its president, John A. Hill. Starting with the *American Machinist*, the company acquired the monthly magazine *Power* in 1902, paying \$400,000 therefor; and later bought the *Engineer*, of Chicago, the *Engineering Review*, of Cleveland, and *Science and Industry*, of Scranton. The three latter were merged into *Power*, which was then made a weekly. The merger at that time represented an outlay of \$600,000. The company also purchased the *Engineering and Mining Journal* for some \$520,000. It also publishes a European edition, in English, of the *American Machinist*, and a German edition of the same under the name of *Maschinenbau*.

The new technical paper projected by the Hill company is the *Coal Age*, intended to be a journal of coal mining and coke manufacture. It is a development of a department in the *Engineering and Mining Journal*, and was rendered advisable by the growing technicality of the field. The first number will be issued in October, and a considerable subscription list has already been secured for it.

MANUFACTURER, DEALER & CO.

The double guarantee—that of the manufacturer, backed by the reputable dealer—is what the consumer wants—"G. & F. Monthly," Gordon & Ferguson, St. Paul, Minn.

In Wisconsin

The

Wisconsin Agriculturist

IS

First in farm circulation.

First in results to the advertiser.

First in volume of advertising carried.

First in editorial excellence.

It guarantees its subscribers against loss on a money-back basis in dealing with its advertisers.

It carries nothing but high class business.

It is conceded to be the quality farm paper of Wisconsin.

If you want Wisconsin trade, we are in a position to put you in touch with fifty per cent. of it.

When can we begin working for *you*?

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago.

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.



Member Standard Farm Paper Association.

NEW IDEA IN AUTOMOBILE SELLING BRINGS RE- ORD-BREAKING RE- SPONSE

STEARNS-KNIGHT DEVELOPS PLAN TO
INTRODUCE NEW MOTOR WITH
MAXIMUM EFFECT—TAKING THE
TRADE BY STORM—REPLIES COME
IN FLOODS—CORNERING THE MAR-
KET ON GOOD WILL — SELLING
HIGH GRADE CARS DIRECT BY
ADVERTISING

By Frederick L. Wilke.

Asst. Adv. Mgr., The F. B. Stearns
(Automobile) Co., Cleveland, O.

11,215 replies, July 10-August
26.

\$2.25 cost per inquiry.

2,237 engine models sold by
mail at 50 cents each.

236 agency inquiries.

That in brief gives the result
of the national campaign on the
new Stearns-Knight (Silent
Knight Motor) car.

This campaign has been of
considerable interest not only to
automobile advertising men, but
to the advertising fraternity in
general, for the new type of en-
gine—a radical innovation in
America—was successfully "put
over," practically unaided.

When we decided to use the
Knight engine—over a year ago
—we spent many long weeks in
searching for a plan whereby we
could accomplish two things:

First: Successfully introduce
the new engine.

Second: Secure all the cream
of the tremendous amount of
Knight publicity, despite the fact
that two other prominent Amer-
ican manufacturers were also
adopting this motor simultane-
ously with us.

Altogether we considered fully
a dozen different plans for
springing our sensation. The
one finally settled upon by Ad-
vertising Manager Hower, had
not before been used in announc-
ing the Knight engine, although
the motor is in common use in
England, France, Germany and
Belgium. In the countries named,
the manufacturers adopting the
Knight engine—such firms as

Daimler, Mercedes, Panhard and
Minerva—simply announced the
new engine and rested on the
strength of its reputation and
performance.

Taking the other tack, however,
Mr. Hower believed that "The
Story of the Stearns-Knight"
was of such great importance and
presented so splendid a chance
for advertising that it must be
spread broadcast. The story of
the motor itself and its adoption
by Stearns could not properly be
boiled down into advertising
space, although the copy used

THE STEARNS-KNIGHT DEMONSTRATOR IS HERE

THE car and motor that has aroused more
enthusiasm and received more favorable
comment than anything previous in motor car
history. Although new to America, this engine
has been in use abroad for a number of years.

Power far greater than is possible in this
engine of equal size is produced. All compo-
nents are done away with. The fact of this
engine, the smooth, the response, all have a
new structure to the motor.

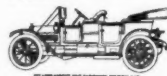
In this motor, which is not dependent on
ordinary valves such as used in all other four-
cylinder American cars. Cam shafts, pumps,
valves, timing gears and the standard compo-
nents, revolve, rotate and flow of power are

eliminated. Instead, in each cylinder are two
thin cylindrical shafts of steel, called "shafts,"
one inside the other, sliding vertically, at and
down at a time of oil. These shafts have pins
in the sides and as they pass each other pro-
duce positive relief openings impossible to repeat
in any other way.

And in addition to a most perfect piston
and car, the Stearns-Knight is the most com-
pletely equipped car in America. The equip-
ment includes:

Wester Auto-Motor Model 8, Rubber Wheelchair, Kneer Run, Van Houten,
Generator Lighting Device, With Rubber Top and Cover, Continental G. O.
Continental Film, Stiffen Carcase, Pumps, Brake Pedal, Tread Pedal, Ball Bearings, etc.

We are anxious to call at our addresses and ride in this car. A phone call makes an appointment
for a demonstration.



(Dealer Name and
Address Here)

WRITTEN TO DOVE-TAIL INTO THE "FOL-
LOW-UP."

gives a clear, if brief, idea of the
engine.

When planning the campaign,
it was thought best to prepare
the follow-up booklets before
writing the copy. That is, the
Advance Catalog, "The Story of
the Stearns-Knight Motor," "A
Ride With the Chief," and
"Opinions of Users" were to
form the backbone of the entire
campaign, as well as to be the
opening wedge for the sales de-
partment. Mr. Hower realized
that the mission of the advertis-
ing was to secure the greatest
possible number of replies (from
automobile owners, if possible),
and to give the inquirers all the
information possible. No at-
tempt was made at "publicity ad-

Here are 6 salesmen
who visit 2,250,000
homes every month
and will bring in orders
for YOU.

<i>Needlecraft</i>	- - - -	300,000
<i>The Farm World</i>	- -	200,000
<i>American Woman</i>	- -	500,000
<i>Good Stories</i>	} Vickery & Hill List	1,250,000
<i>Happy Hours</i>		
<i>Hearth & Home</i>		

Six live, vigorous, popular salesmen, going into the smaller towns and country districts, among millions of people who can be directly influenced to buy your merchandise.

Your advertising in the hands of these six salesmen will have the attention of the millions who have the most money with which to buy.

Hundreds of advertisers have made millions in profits through the work of these six salesmen.

Why not you?

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

AUGUSTA
Maine

Flat Iron Bldg.
NEW YORK

More Than 2,000,000—\$5.00 per line

THE first issue of the American Sunday (Monthly) Magazine is on press. It will appear October 1, and will be as we have promised as good as the best.

We want to thank the more than eighty advertisers who by their patronage have contributed to the success of the initial number.

We believe their announcements in this first number will interest a sufficiently great number of our millions of readers to bring them splendid returns on their investments.

We believe that if any periodical of national circulation can pay any advertiser (and most of them do), the American Sunday (Monthly) Magazine will literally demonstrate our contention that it is a most economical and a most profitable medium for the national advertiser.

More Than 2,000,000 per line

American Sunday Monthly

Issued with New York American, Boston American, San Francisco American

W. H. Johnson, Manager

23 East 26th Street, NEW YORK

CONSUMER DEMAND is the real 18 Karat Dealer Influence.

Periodicals of great circulation have demonstrated their ability to best create "consumer demand" to the greatest possible degree.

It is fair to assume therefore that the American Sunday (Monthly) Magazine, possessing all the virtues of the best periodicals and with many more thousands of circulation than the next greatest of them all, and with this circulation as well distributed, ought to create consumer demand for an advertised product at less cost than any other periodical.

Particularly is this assumption fair and reasonable when this greatest of all circulations is sold the advertiser at 40% less than he can buy the periodical having the next largest circulation.

We'll prove the fact on trial.

an 2,000 per line

Sunday (Monthly) Magazine

American San Francisco Examiner, Los Angeles Examiner.

W. H. JOHNSON
Managing Manager

511 Security Building, CHICAGO, ILL.

vertising" nor was the use of attractive pictures deemed advisable. The copy told briefly a few "reasons why" in plain English and then made a drive for replies.

A coupon was used and for returning the coupon the inquirer was promised "The Story of the Stearns-Knight—a story of gripping interest—a story of the bitter fight of Charles Y. Knight to win recognition for his motor." By referring to the reproduction of the *Saturday Evening Post* spread, it will be seen how much

the *Smart Set*. In the latter publication, we took three pages, using the back cover, third cover and page facing third cover.

Copy was scheduled for release the second week in July. The same week there appeared complete technical descriptions of the new car and engine in the trade papers. By quick, snappy work and the use of liberal space in the weeklies—timed to the minute—the name "Stearns-Knight" and the story of the adoption of the new engine by Stearns went broadcast. The result was that we "cornered the market" on Knight publicity and reaped the golden harvest of all the news matter promoted for the Knight interests by Joseph E. G. Ryan of Chicago.

Then came the flood of replies. The *Post* appeared July 13 and inside of seven days we handled 3,783 replies. Then the other publications, following

rapidly, began to pull. We jumped the advertising department from seven to fourteen people, where it has remained ever since. On July 17 alone we handled 1,145 inquiries, and due to system and fast work we cleared over one thousand of them that day.

To date (August 26) we have handled a total of 13,688 separate inquiries (including orders for working models). The replies to our national campaign have cost us but \$2.25 each despite the large space used in July and August, and every day's mail is dropping the cost.

To explain the working of the Silent Knight engine, we manufactured a cardboard working model for distribution to our branches and dealers. Later we decided to offer this to the public approximately at cost, 50 cents, enclosing an order blank with each catalogue. To date we have sold by mail 2,237 of these models and are averaging over forty per day. This model is, of course,



COPY THAT TOOK TWO MONTHS TO PREPARE.

space was devoted to the coupon end of the copy.

Altogether, Mr. Hower spent two months in preparing, writing, revising, editing and re-writing the copy. Several consultations were held at Chicago with Mr. Claude C. Hopkins, of Lord & Thomas. Plates were not made until the last minute, for the copy was given the severest possible tests before use.

For the "big gun"—the endeavor to "put it over quick"—spreads were used in the *Saturday Evening Post* and the *Illustrated Sunday Magazine*, and full page space in *Colliers*, *Life*, *Literary Digest*, *Scientific American*, *Cosmopolitan*, *Harpers*, *Outlook*, *Current Literature*, *Review of Reviews*, *Country Life*, *Suburban Life*, *Field & Stream*, *Town & Country*, and double page space in all the trade papers. In August we repeated the above list, with the exception of the *Illustrated Sunday Magazine*, using single page space only and adding

the finest kind of advertising for us, showing as it does the superiority of the Knight engine. Furthermore, those writing for working models give us what might be called a "preferred list," for these parties had already written for catalogues and their second request for advertising matter, for which they, themselves, had to pay, showed us that they were exceptionally promising prospects.

A glance at our mailing list shows names from every state and territory in the Union, Alaska, Hawaii, Canada, Mexico, Cuba, Central and South America, Great Britain, Germany, France, Belgium, Switzerland and Italy.

The American list has been distilled—if the word may be used—until it represents a list of prospects who are either automobile owners or in a position to purchase cars. The clarifying of this list has taken much time and effort, but the results prove its worth.

Although no copy was used to secure dealers, we have had inquiries from 236. Their letters have led us to believe that by totally ignoring the dealer proposition in our advertising, we made them want the agency all the more.

As fast as demonstrators are shipped, we inaugurate a newspaper campaign, using the dealer's name, *but directed entirely from this office*. Large space—generally full page—is used at the start, then a steady campaign calling for 390 lines one, two or three times a week. This campaign is already under way in New York, Chicago, St. Louis, San Francisco, Los Angeles and many other cities, and is gradually spreading until it will be used in over 150 different towns.

The results of the campaign so far have proven conclusively that high priced motor cars (the Stearns-Knight sells for \$3,500) can be sold by advertising. Our sales ledger bears this out, for a large number of cars have been disposed of in unallotted territory by mail as a result of the

advertising and sales departments follow-up.

The question of the difference between "reason why" automobile copy and "publicity" copy has been argued in the columns of PRINTERS' INK before. The campaign of the Stearns-Knight leaves absolutely no room for doubt in our minds. We have sold cars by mail, secured new dealers and increased allotments of old dealers. We have brought in replies to our advertising in which the inquirer stated unequivocally that he was in the market for a car such as the Stearns-Knight and was ready to purchase.

While the bulk of our story was of necessity told in our follow-up booklets, the original copy produced direct and tangible results expressed in the vital terms of dollars and cents.

To our way of thinking the campaign has absolutely proven our belief in "reason why" copy for high grade motor cars.

WORLD TRADE-MARK TREATIES

The first published report of the results of the fourth conference of the International Union for the Protection of Industrial Property appears in the *Daily Consular and Trade Reports* for September 2, issued by the Bureau of Manufacturers of the Department of Commerce and Labor. The original documents were in French and translations were made in the United States Patent Office.

The conventions resulting from these international conferences are of vital interest to all firms and individuals concerned with patents trade-marks, designs, etc., and the proceedings of the fourth conference, held in Washington from May 15 to June 2, 1911, are especially important in view of the fact that more than seventy-five delegates, representing forty nations, were in attendance.

The three conventions, or arrangements, revised at Washington relate to the protection of industrial property, the international registration of trade-marks, and the repression of false indications of production on merchandise. The *Daily Consular and Trade Reports* publishes the full text of these conventions, together with a complete list of the delegates of the adhering nations.

The Russian Government is planning legislation to foster the manufacture of agricultural machinery in Russia under a system of government subsidy.

EVIDENCE

No sane business man spends money for advertising without thorough investigation.

This is especially true where a *new* class of journals are to be considered.

The following well known firms are *now* using liberal space in Standard Farm Papers. They investigated and that is why they are using them.

Increased consumer demand on the following lines of dealers is what they are after.

Many of these firms have used these papers before. *Results* brought us renewal orders.

We will carry in addition to the advertisers named many other well-known publicity accounts during the fall and winter months on orders already booked for early commencement.

DRY GOODS & GENERAL STORES.

Bedford Mills (Suesine Silk), N. Y. City.
Colgate & Co.
Eddystone Mfg. Co. (Eddystone Prints), Philadelphia, Pa.
Pacific Mills (Pacific Percales), Boston, Mass.
Chalmers Knitting Co. (Porosknit Underwear), Amsterdam, N. Y.
M. E. Smith & Co. (Mesco Hosiery & Ideal Overalls), Omaha, Neb.
Stephenson Underwear Mills, South Bend, Ind.

HARDWARE DEALERS.

Bovee Grinder Furnace Works, Waterloo, Ia.
The 20th Century Heating & Ventilator Co., Akron, O.
Campbell Heating Co., Des Moines, Ia.
Peck Williamson Co., Cincinnati, O.
Remington Arms-Union Metallic Cartridge Co., N. Y. City.
Richmond Cedar Works (Ice Cream Freezer), Richmond, Va.
E. I. Du Pont de Nemours Powder Co., Wilmington, Del.
Cordley & Hays (Fibreware Household Utensils), Lockport, N. Y.
White Mt. Freezer Co., Nashua, N. H.
Eastman Kodak Co., Rochester, N. Y.
Majestic Mfg. Co. (Majestic Ranges), St. Louis, Mo.
Detroit Stove Works.

GROCERY STORES.

Hazel Atlas Glass Co. (Fruit Jars), Wheeling, W. Va.
Kerr Glass Mfg. Co. (Economy Fruit Jars), Portland, Ore.
Tone Bros. (Coffee), Des Moines, Ia.
James S. Kirk & Co. (Jap Rose Soap), Chicago, Ill.

Franklin Baker Co. (Baker's Cocoanut),
Philadelphia, Pa.
Grape Nuts.
Post Toasties.
Kellogg's Toasted Corn Flakes.
Lewis' Lye.
Uneda Biscuit.
Lenox Soap.

JEWELRY STORES.

Keystone Watch Case Co., Philadelphia,
Pa.
E. Howard Watch Works, Boston,
Mass.
South Bend Watch Co., South Bend,
Ind.
Western Clock Co. (Big Ben Clock),
La Salle, Ill.

BOOT & SHOE DEALERS.

Woonsocket Rubber Co., Woonsocket,
R. I.
Northern Shoe Co., Duluth, Minn.

AUTO DEALERS.

International Harvester Co. (Auto
Wagons), Chicago, Ill.
Great Western Auto. Co., Peru, Ind.
Maxwell-Briscoe Motor Co., New York
City.
Cass Motor Co., Port Huron, Mich.
Chalmers Motor Co., Detroit, Mich.
Buick Motor Company, Flint, Mich.
Cadillac Motor Car Co., Detroit, Mich.
Willys Overland Automobile Co., To-
ledo, O.
Goodyear Rubber & Tire Co., Akron, O.
Thomas B. Jeffery Co. (Rambler
Autos), Kenosha, Wis.
Harley-Davidson Motor Co. (Motor-
cycles), Milwaukee, Wis.
Mitchell-Lewis Motor Co., Racine, Wis.
Motor Wagon Sales Co., Detroit,
Mich.
Hudson Motor Car, Detroit, Mich.

HIGH CLASS MAIL ORDER.

National Cloak & Suit Co., New York
City.
International Tank & Pump Co. (Gas-
line Tanks), Decatur, Ill.
R. H. Macy & Co., New York City.

EDUCATIONAL COPY.

American Telephone & Telegraph Co.,
New York City.

Universal Electric Lighting System,
Chicago, Ill.
Seager Engine Works, Lansing, Mich.
General Electric Company, Schenectady,
N. Y.
Western Electric Co., New York City.



THE MARK OF QUALITY

Standard Farm Papers

The Kansas Farmer
are Wisconsin Agriculturist
Indiana Farmer
Farm Home and Farm, Louisville
Town and Country Journal,
Papers San Francisco, Cal.
The Farmer, St. Paul
of Oklahoma Farm Journal
The Ohio Farmer
Known The Michigan Farmer
The Breeder's Gazette
Value Hoard's Dairyman
Wallaces' Farmer

Have you investigated
the possibilities of—*more*
dollars for you—from the
farmer's trade?

An interview will start
us working for the facts.

We will produce the
evidence. You will be
the judge after the evi-
dence is all in. May we
call?

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City

George W. Herbert, Inc.
Western Representatives
First National Bank Bldg., Chicago

The Basis of Prosperity

Every business is based upon or directly related to agriculture. All wealth is the product of labor applied to the soil. In the hurry of modern commercial life most people lose sight of or fail to recognize this elementary fact of political economy.

Breeding as a practical business is not limited to live stock; during the past ten years the breeding of agricultural plants has assumed an importance quite as commanding in its economic aspects. Corn, wheat, cotton, tobacco and other crops have been improved in quality, and individual yields on well-managed farms greatly increased through the efforts of plant breeders.

Modern farmers are consequently breeders in the technical as well as the practical sense. The word breeder signifies the highest type of farmer.

Farming without live stock is a one-horse vocation, with all its dwarfing effects. It robs the soil and works rapidly toward social degeneracy.

Stock breeding by its very complexity and inevitable commercial ramifications compels its followers to be wide-angled, alert, progressive and resourceful. It makes substantial citizens.

It is the stock-farm that makes the best appearance in any community. Big barns, up-to-date fences, gasoline engines for power, automobiles for business and pleasure, scales for weighing stock and all sorts of machinery and implements for field work are essential to the operation of a modern stock farm.

To make his farm an honor

to himself, a comfortable spot for his family, and a financial success is the ambition of every stockman. In working towards these ends he thinks and plans, travels and studies, and necessarily spends liberally. Being in a complex business, he has a wide range of wants. His type of farming leads to the highest civilization that is possible.

Breeders are the world's best farmers. They are permanently anchored to their own land; they are leaders in their neighborhoods.

Considering the variety, quantity and vital usefulness to mankind of products that come from his soil, and the large extent to which he is a consumer of every article that makes for comfort, pleasure and economic results, it is obvious that the American breeder-farmer is himself the most valuable contribution which modern farm life makes to this nation.

Speaking before the House of Representatives Hon. Ralph W. Moss said: "The Breeder's Gazette is the most influential and widely-read farm journal in the United States."

Going as it does by invitation into the homes of more than 80,000 of the best farmers of the cornbelt every week, an advertisement in its columns should promote and strengthen any legitimate business enterprise.

For particulars write

The Breeder's Gazette

542 So. Dearborn St.
Chicago, Illinois, or

WALLACE C. RICHARDSON, INC.,
41 Park Row, New York, N. Y.

GEO. W. HERBERT, INC.,
First National Bank Building,
Chicago, Ill.

THE NATIONAL CASH REGISTER ADVERTISING POLICY

THE ADVERTISING PRINCIPLES OF THE NATIONAL CASH REGISTER COMPANY AS SET FORTH BY PRESIDENT PATTERSON IN 1889—THEY HAVE STOOD THE TEST OF TWO DECADES OF PROGRESS AND ARE STILL THE POLICIES OF THE FIRM—ADVERTISING MEN COME AND GO, BUT PRESIDENT PATTERSON WAS THE MAN WHO DETERMINED THE ADVERTISING POLICIES

By E. D. Gibbs,

For over ten years Advertising Director and Trainer of Salesmen for the National Cash Register Company.

I went with the National Cash Register Company as advertising manager in the fall of 1889. I knew nothing much about advertising; all I possessed were a few original ideas. I made up some of these, the company bought them and later on I received a courteous letter from Mr. J. H. Patterson inviting me to go to Dayton at his expense to talk over advertising matters.

The factory I saw on that first visit wasn't much to boast of. The officers of the company had no mahogany desks and there wasn't an Oriental rug to be seen. Cheap wooden partitions separated the offices. Mr. Patterson offered me the position of advertising manager. "When would you want me?" I asked. "Next Monday," was his reply. The interview took place Wednesday. I gathered the impression that he did things quickly. The impression still remains.

Now, in view of all the publicity the N. C. R. has had during the past few years on the matter of salaries it might be interesting to mention the pay I was to receive. Mr. Patterson said: "The highest paid official in our business is So-and-So. He is one of our oldest employees and we pay him \$37.50 per week. I will pay you the same." I accepted. Twenty-five dollars a week would have looked good in

1889. Dayton then, as now, had cheap markets and house rents were low.

So I went to work. But instead of going to Dayton the following Monday I visited, at Mr. Patterson's suggestion, all of the Eastern and Central offices of the company.

"We know nothing about advertising," said Mr. Patterson, "but we want to learn. Some day we will have a big business. Good advertising will get it for us. Visit the agents. Secure all the ideas from them that you can. Find out their needs. Those men are in the field and they know what is needed."

That illustrates what he has always believed in and followed—that is, to ask others, to bring into consultation the men associated with him in business. This idea is carried out to-day, as witness the many meetings of department heads held at the N. C. R. factory, especially the more important ones held daily when the president is in Dayton.

I was the second advertising manager of the company. Mr. Tom Coffman preceded me. Many have held the title since, but in all the years of cash register progress there has been but one real advertising manager and that man is Mr. J. H. Patterson. He directed it from the start. He assumes personal charge of it to-day.

There has been much criticism about the changes in the advertising department of the N. C. R. Why do they change so frequently? people ask. Well, for one thing it is because a man will not or cannot write the advertising of the company according to the president's ideas of what constitutes good advertising. As I am no longer connected with the company, I am free to state my opinions and I unhesitatingly declare that of the hundreds of advertising men I have met or studied, none approaches in sane, sensible ideas Mr. J. H. Patterson, president of the N. C. R. And as a proof of this I am going to give in this first article on the N. C. R. advertising, Mr. Pat-

son's own statements of what constitutes good advertising.

These ideas of his should be clipped out and pasted on the **desk** of every executive and advertising man. Never before have they appeared in print.

The first talk I ever heard Mr. Patterson make on advertising was during the first month that I was advertising manager.

The last talk that I heard while still holding the position was a few years ago in Paris. The meeting was held in the Hotel Ritz and was attended by a few of the officers from the United States and all of the European managers. Of all the talks I have heard Mr. Patterson make on the subject nearest to his heart—advertising—this was the greatest, and as what he said there contained many of the ideas expressed at that first meeting I attended back in 1889, I publish some extracts here to show what it is that is responsible for the success of the advertising of the N. C. R.

We had had a hard time of it in Europe building up the agencies and training the men in advertising. Many of them knew very little about advertising—how to prepare it—how to use it, and it was the idea of the president to tell them how to think along these lines. He had just finished a thirty-day fast in Italy and his mind was never clearer. He told the men more about how to prepare and write good advertising on those fine mornings in that loveliest of all cities, than I could describe in fifty pages of **PRINTERS' INK**. It was a liberal education in the art of Publicity. Here is part of what he said:

"The trouble with most advertising is that it isn't direct enough. It is a curious thing that many of us when we write become unnatural in our method and our expressions. We would not talk to a man that way if we had him seated in front of us. Then we would act natural and tell him our story in a plain, simple, direct way, but the moment we try to put these same thoughts on paper our expression

becomes stilted. We are unnatural. We get away from the simple, direct style. This makes our advertising that much less effective. Some writers seem to think it necessary to have a preamble or an introduction to the main facts about their goods, instead of plunging right in and telling the things that they should tell about them. They confuse the reader, throw him off the track, and he loses interest before he gets one-quarter through the advertisement.

"Another great mistake is in saying too much. Everybody does not care for a course dinner.

"An advertisement put in a newspaper or magazine goes before hundreds of thousands of prospective purchasers. Every word, therefore, should be carefully studied, the type display simple and easy to read; the sentences short; the words short and such that anyone can understand them. When you talk to a hundred thousand or more people through the use of printed matter you should make your advertisement just as effective as you would your talk if you were to address these same people in a large hall.

"If I could get all of our prospective purchasers in one room together and talk to them about our goods, I would be very careful about what I was going to say to them. I would prepare my speech well in advance. I would go over it a number of times, and I would see to it *that every sentence and every word counted for something*.

"Try to write as you would talk. Be natural. Use plain, simple English, the simpler the better. Write your advertisements so that a child can understand them, and you needn't worry about anyone else. Don't put anything in your advertisement not actually needed to convey your idea. Simplicity of language, simplicity of type-setting, simplicity of design—these make the strongest and best advertisements.

"Always remember that an ad-

vertisement has no chance to take back. If a salesman goes to see a man and uses an argument about the goods and the prospective purchaser offers an objection, the salesman has a chance to say something in return. An advertisement cannot do this. It must depend for its effect on the first impression it makes upon the reader. If it is so complex that the reader does not understand it, then the entire effect of the advertisement is lost. You have no second chance at a man unless you write a second advertisement, and then you cannot be sure that the same man will see the second advertisement.

"A person should remember that an advertisement is different from a book. A man buys a book to read it and is interested in it, but his attention must be attracted to an advertisement. Therefore, it is very important to have the type display so plain and simple that it will be easy for him to read it. If the type is made complex or covered with a lot of fancy rules and ornaments it becomes hard to read and the man will pay no attention to it. If, on the other hand, it is set up in very plain type his attention becomes attracted.

"Many persons say that a fancy border is needed so as to serve as a frame, but a border is not like the frame of a picture, as there the frame does not detract from the colors of the painting and a picture often needs something to separate it from other things in the room. Even so, picture frames are often much overdone.

"It is a mistake to use ornaments in type display. Suppose a salesman did the same thing in his talk with a prospect. Suppose he stopped in the middle of a sentence and waved his arms and described an ornament, what would the effect be on his prospect? And yet that is what you ask a man to do when you put a fancy curved ornament or similar device in the middle of an advertisement.

"Do not put anything in an advertisement that is not needed.

(Continued on Page 20)

Everywhere

From ocean to ocean
The Ladies' World represents the best. Its wonderful power to influence trade is fully recognized by merchants.

Our guaranteed circulation of 600,000 and its plus, has real value in every city, town and village.

The November number will give a plus of one hundred thousand copies to our regular guarantee. Forms close September 12th.

THE
LADIES' WORLD

New York

Strengthen it as much as you please with strong lettering and good pictures, but leave out everything that does not form a part of the advertisement itself.

"It is a mistake to suppose that very large type is the most prominent. We all remember how, when we were at school and we were told to look for the name of a country on the map, as a rule we could not find it because it stretched all the way across the country, whereas we could easily find the name of a city because it was set up in small type with plenty of white space around it.

"Lower case letters are better for display than all capitals. This is because ninety-nine per cent of the reading that we do is with lower case letters. All newspapers, magazines and journals are set up in lower case letters. Our eyes become accustomed to seeing these lower case letters and thus it becomes easier for us to read them.

"The John Wanamaker style of advertising has always attracted considerable attention. One reason is because it is written in a breezy, chatty, natural manner, just the way one person would talk to another. Another reason is because it is always set up in very plain type, easy to read, easy to understand.

"Type is the printed expression of a person's ideas. It lacks the strong, convincing power of a person's delivery and nothing should accompany it which will lessen its force to even the slightest degree.

"It is a mistake to use too many styles of type in setting up an advertisement. The fewer styles of type used the simpler will be the effect. Never use any fancy letters of any kind.

"One kind of type set solid is monotonous. If there are no breaks or displays it is just the same as a speaker who talks away in a monotone, without ever raising his voice. A speaker to be effective must vary the pitch of his voice, so with type display—it must be varied.

"Large type, as a rule, is used for emphasis, just as a speaker

emphasizes certain words in delivering an address.

"It is important to use plenty of white space in advertisements. There should be plenty of space between different articles, or over sub-heads, or between thoughts, or at the sides of an article when there are many articles on a page. It is a mistake, however, to break an article up with too much white space. If you do it will look disconnected. White space is like the plain setting of a ring, which shows off the beauty of the jewel and brings it into prominence. So with white space, it should bring the idea or the thought into prominence.

"The same rule applies to show window displays in a store. Open spaces must be used to give prominence to the articles displayed, and those articles must not crowd the window any more than type matter should crowd a page. If you have too many articles in a show window the result is confusing. If you have too much type on a page it is equally confusing.

"This same rule also holds good in landscape gardening. Experts say that the rule is to plant in masses, and have open spaces. In landscape gardening you must avoid straight lines, but in type displays you are obliged to have them.

"In using two colors, say red and black, it is a mistake to make free use of the red just because it is there. Too many lines of type in red destroy the very strength that you wish to get. One or two lines in red show up very strongly against the black ink of the other lines.

"Always remember that Uncle Sam charges no more to carry *good* advertising matter than he does the poor kind.

"Avoid unpleasant pictures; pictures of suffering; pictures of misery, of poverty, of any sort of human wretchedness. That is a good rule to remember. You can show bad conditions. That's all right, like the man who is losing money because he does not use a certain article. But it is a wise plan not to show pain.

It takes good mediums to make sales out of season

The buying power of our readers is well shown by the experience of a prominent New England advertiser (name given on request) who from a \$75 advertisement in ORANGE JUDD WEEKLIES made sales amounting to \$425. The *unusual* part of this showing—and one that surprised the advertiser—was that the advertisement was run late in the season, to sell a surplus of a *staple* article (and not at a bargain price) in the forlorn hope of barely getting his money back. The advertiser who inserted that advertisement in those Leaders of the Weekly Farm Press

The ORANGE JUDD WEEKLIES

regards his \$350 profit as "all velvet." His experience, however, is not at all unusual, for numerous other advertisers have also *proved* the pulling power and selling value of advertisements in the ORANGE JUDD WEEKLIES. The quantity of *direct sales* advertising carried by these publications proves their worth for *publicity* advertising, too. ORANGE JUDD WEEKLIES bring increased demand from dealers. That's why so many general advertisers formerly seen in magazines only, use them issue after issue.

The ORANGE JUDD WEEKLIES really comprise four sectional farm papers—carefully edited for the localities where they circulate—with the added advantage of being national. *Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, the New England States. 425,000 circulation, weekly, guaranteed. There is *purchasing power* in this circulation.

Address nearest office for sample copies

Orange Judd Company

Western Offices:

1209 Peoples Gas Bldg., Chicago, Ill.
335 Palace Bldg., Minneapolis, Minn.

Headquarters:

315 FOURTH AVE.
NEW YORK

Eastern Office:

1-57 W. Worthington St.,
Springfield, Mass.

"Never joke about anything sacred. Avoid all such illustrations.

"Use plenty of pictures. If you can put a thought into picture form instead of type do so. If it is a good, simple picture with the idea clearly brought out, all of your readers, no matter what their age or nationality, will grasp it.

"It is difficult to give any set rules about the use of illustrations. Simplicity is important the same as it is in type matter. Useless curves or ornaments or anything of that nature minimize the effect of the illustration.

"Try to get illustrations that are *unusual*. People like the unusual. They are attracted by something different, something out of the ordinary."

* * * * *

In the other articles to follow an explanation will be made of the methods and material used by Mr. Patterson in connection with the N. C. R. advertising.

CIRCULARIZING DEALERS' CUSTOMERS

Many manufacturers find it very profitable to have the dealer furnish lists of prospective customers for their particular line of goods, and to follow up such prospects direct from the home office.

When this is done the dealer should be kept advised of just what the manufacturer is doing, and should be urged to co-operate in the benefits derived from such circularizing.

A great many dealers to-day do more or less circularizing themselves, but I have been informed time and again by dealers that letters and advertising matter sent out direct from the manufacturer, setting forth the advantages of any particular line of goods, and referring the prospect to the dealer, mentioning the dealer by name, receive a great deal more attention and are productive of much better results than if the matter had been sent out over the dealer's signature.

Personally I am unable to advance any good reason why this should be so, but I have heard the statement made so many times that I believe it to be a fact.—*G. B. Sharpe, Publicity Manager, De Laval Separator Company, New York.*

George L. Lewis, for several years advertising manager for the Aurora, Ill., Corset Company, has resigned, to take up the duties of merchandise man for the J. Walter Thompson Advertising Agency, in Chicago.

MERCHANDISING "TWISTS" THAT MADE CAMPAIGNS WIN

ONE MANUFACTURER FOUND IT HARD TO SELL GOODS WITH PREMIUM, BUT WAS SUCCESSFUL WHEN HE SOLD THE PREMIUM AND GAVE AWAY THE GOODS—CAMPAIGNS THAT WERE PRONOUNCED DEAD ONES UNTIL A NEW IDEA OPENED UP THE REAL MARKET—SELLING THE DEALER A MACHINE FOR HIS OWN USE AND LETTING HIM TAKE ORDERS FROM IT

By Robert S. Armstrong.

A discouraged advertising man might have been seen about two years ago plodding through the middle-class section of an Eastern city.

Occasionally he stopped at a house, knocked at the door and after a few moments' conversation with the housewife, departed. Each apparent rebuff seemed to add more to his discouragement.

Finally, after repeating the same act a dozen or more times, a big, kindly-faced matron answered his ring at a comfortable-looking home and listened to his talk.

"I don't want your course of cooking instructions, young man," she said. "But those pans look awfully good to me, and, to tell you the truth, I need them—of course, though, I don't want any cooking course."

This with an air of finality that ended the interview.

At the gate, however, the advertising man paused, thought a moment and retraced his steps.

When the housewife answered the bell a second time she was greeted with this offer from the interviewer:

"Now look here, I've got another offer to make you. I'll give you these utensils, if you'd care to take the cooking course. Price the same. Your daughter ought to learn to be as good a cook as you are. You can give her the benefit of the course. And the kitchenware won't cost you a cent. They're free."

The housewife thought a moment. "Come in, won't you?" she asked. "I'd like to get a better look at them."

Fifteen minutes later the advertising man—this time smiling—emerged from the house, tucking a signed order blank into his pocket.

His newly discovered offer he repeated at a dozen more homes in the vicinity. At seven of them he took away orders for the cooking course.

Two months previously he had laughed forth in the kitchenware business. Here was his mail-order selling plan:

In order to quickly stimulate the sale of the kitchenware he had purchased a cooking course from an authority on the subject and with each purchase he offered a free course of instruction in cooking.

The campaign had been a failure. It had not returned enough cash in sales to offset the advertising and selling expenditure. Refusing to expend any more money in what seemed a losing proposition, he wisely set out to learn why he had failed—why people wouldn't purchase the wares he had for sale, especially when given the added inducement of a reliable course.

He visited middle-class homes for a full week in the effort to uncover the flaw in the wares or in the plan. Finally, after the first interview related above, the snag was revealed to him.

His selling plan was a "cart-before-the-horse" proposition!

Instead of giving the course free, the most alluring proposition was to give the utensils free and sell the cooking course.

Within a month he tried out the new idea that won out in the house-to-house canvass, and he pronounced it a monumental success. Inquiries came from his advertisements in larger numbers than ever before, and within a few months he had succeeded in determining that he was making sales of the "scientific course in cooking" to about one out of every six inquirers.

In each case, of course, the



"It is important therefore, that we get as wide a circulation as possible in this county to dispose of the goods we have bought. As we are in partnership, as it were, with you in the selling of your goods in this territory, we feel a keen interest in the publication of the advertising, and as we are on the ground we are in a position to know the relative circulation of the several papers published in Birmingham, and we have no hesitation in saying that

The Birmingham Ledger

is the best paper for you and for us."

After carefully analyzing the respective merits of the Birmingham dailies, one of the biggest concerns of its kind in the South concluded a letter to the manufacturer from whom it was buying a large bill of goods, a food product, as above.

This is one of the most notable newspaper advertising campaigns of the year. The article is one for household use exclusively.

The unqualified recommendation of the big local house and the selection of the BIRMINGHAM LEDGER by one of the keenest, most able and conscientious advertising agencies is a splendid endorsement of the BIRMINGHAM LEDGER as an advertising medium.

Names and complete particulars on request.

Circulation now over 25,000 copies daily.

THE JOHN BUDD COMPANY

Advertising Representatives,

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

cooking utensils were given away, gratis.

The reversal of the selling plan marked the turning point of his business career. It had allowed him to proceed along the lines of easiest sales resistance.

For he was giving away the tangible article and selling the intangible. The articles on which the housewife could in her mind put actual money value were free. The intangible article, worth an indefinite price, was the one for which she paid. To get the cash-value article free she purchased the other.

And while this is a great merchandising principle—the violation of which has caused advertising failures—it illustrates how often on a little merchandising “twist” the campaign is made to win.

An inventor in the Middle West had often noticed that people fanned themselves with handkerchiefs, papers or anything handy when out of range of an electric fan in the hot summer time.

It suggested to him the sales possibilities of an idea of his—a small fan fashioned like the electric fan, but which was made to revolve by pressing two levers together in opening and shutting the hand. This made the device revolve at a rapid rate, producing a breeze.

However, he failed to appreciate the terrific competition he had in the fans given away by retail merchants—fans that had ads on the back. Also he overestimated the desire of people to have a device planned with the purpose and intent of cooling them, when they could achieve the same result with a newspaper or a handkerchief.

Nevertheless, the “automatic fan” soon afterward appeared on the market.

Its natural competition conquered it and few were sold. The slight impetus the advertising had given the sales quickly died and a snug sum of cash had been thrown away.

It was then that the inventor puzzled out the fact that he had mentally exaggerated the field

and underestimated the natural resistance.

He counted the proposition “dead” and began looking around for another line toward which to direct his efforts.

One day he came home and noticed his wife using the “automatic fan” to dry her hair after washing it. He paid little attention to the operation, however, until her remark that “this fan is about the best way to dry hair I ever found.”

In an instant he grasped the idea.

Before a week was over the “automatic hair-dryer” had been born from the funeral pyre of the “automatic fan.” The same identical device was marketed to fill a long-felt want among women—something to dry hair naturally.

The feminine world had been shaking its hair out, sitting in the window while it dried, edging up close to the stove and had used other unsatisfactory means. The “automatic hair-dryer” ended all that.

The announcement of the device brought orders from every corner of the country. In a short time the small factory was being enlarged and was working to capacity. Shortly after it began to run behind its orders, so heavy were the sales.

This is but another instance where a merchandising reversal has converted failure into a successful selling achievement.

A certain manufacturer of a patented article was getting his inquiries through advertising, and they were furnished the salesmen as “leads.” After the salesman had sold a prospect, the latter set himself up in business by finding a store in a good location and installing the device. Thereafter the big idea was to secure patronage for the device. The latter proposition was comparatively easy for the purchaser once he got started.

The salesmen had a skeleton selling talk which opened up with a vivid picture of the money to be made from the proposition. The salesmen then showed letters telling what others had done and

GAIN UPON GAIN

¶ In August, 1911, The Chicago Record-Herald added another month to its consistent record of progress, gaining 81 columns of advertising over August, 1910, while every other morning paper in Chicago showed a substantial loss. The actual figures are as follows:

The Record-Herald .	81 columns gain
The Tribune . . .	261 columns loss
The Inter Ocean .	64 columns loss
The Examiner . . .	125 columns loss

¶ Comparing eight months of 1911 with the corresponding period of 1910, The Record-Herald has gained 1512 columns—more than double the gain of all the other Chicago morning papers combined.

These comparisons are made from statements prepared by the Washington Press, an independent audit company

THE CHICAGO RECORD-HERALD
NEW YORK OFFICE, 710 TIMES BUILDING

wound up with the clincher consisting of the easy-term payment plan.

The prospect was told his first few months' business would pay for the outfit. This usually closed the sale.

But the manufacturer was not satisfied with the ratio of sales to inquiries. The salesmen were not selling enough of the "leads" the main office furnished them, was his opinion.

One day the secretary of the company mentioned to a friend that fully 40 per cent of their sales were lost because after the prospect was sold he failed to find a good store to set up in business.

"Why don't you make the salesmen find them the store?" asked the friend. "Make that part of the salesmen's duties."

"But, you see, the salesman may be a hundred miles away when the purchaser ships the stuff back and tells his tale of woe. It would be folly to travel a man back to re-sell the buyer. The latter would be cold on the proposition. And if the purchaser in his own town couldn't find a suitable location, how could I expect an outsider to do it?" the secretary objected.

"All right," agreed the friend, warming up to the subject. "Then do this: the moment your salesman hits a town with a 'lead' in his pocket let him go to a renting office, pick out the best possible vacant store—with rent and conditions suitable—and then approach his prospect."

"Good idea," the secretary replied enthusiastically. "I'll try it out—see how it works."

Within a week the entire sales force on the road had new instructions.

They were told to first pick the location for the business. Then they were to inform the prospect that the house was going to set a man up in business in that place. The advantages of the location were to be discussed. The salesmen were to lay stress on what others they had established had accomplished in profits and then follow the original solicitation.

In short, they were to sell the prospect the location, too. They were offering a bigger proposition for the same price than they had offered before.

Within a fortnight the idea had proved itself a winner. The manufacturer was highly elated, for the ratio of sales to inquiries had almost doubled in number. Each week's sales reports echoed the fact that the sales force was getting its new selling plan down to a finer point than the week previous.

"Getting-the-location-first" increased the sales enormously without adding to the total selling cost. It completely solved the last selling problem that beset this house.

Yet a mere simple suggestion that the selling scheme be re-emphasized was responsible for the leap in sales.

There are a dozen or more concerns selling hair by mail.

Yet until recently the solution of their selling problem was a mystery to most of them. They managed to plod along without making much money.

Dozens of plans to get the money down before the goods were shipped were tried. Premiums were given away to induce purchases. The "big sale of hair" idea, selling from a catalogue and myriad of other schemes failed to work out satisfactorily.

An endeavor was made to get inquiries and sell those inquiries on special plans of various kinds. None of the plans were entirely satisfactory, however. None of the concerns were making much money.

Finally, in desperation, an out-and-out offer to send the hair to the inquirer on free approval, no money down, was made. The advertisements in women's publications asked the inquirer to send a lock of her hair and a switch to match would quickly reach her. If she found it satisfactory she could keep the hair and send the price of the switch.

The hair-consuming public of America instantaneously welcomed the reversal of policy. The average hair advertisement to-day

pulls inquiries at from 25 cents to 35 cents each. Each inquiry is a sale by this plan, providing the "matcher" in the office of the hair goods concern is efficient, for making the sale lies in the matcher's ability to duplicate the customer's hair.

This reversal of methods has brought the mail-order hair goods proposition down to a basis where less than one sale out of six is lost in the average concern.

One important point, however, is that in the same package with the hair an alluring catalogue is mailed to the prospect, the aim being to strongly impress the customer with the integrity of the firm and the quality of the article mailed. Other women's articles are listed in the catalogue, and these are eventually a large source of revenue.

To the average advertising man the use of a catalogue is superfluous here, when the sale apparently depends on the matching.

However, one concern recently launched into the field with ex-

actly the methods depicted above, excepting the catalogue. The heads of the firm decided the additional expense of the catalogue was unnecessary, as the sale depended on matching.

But it was found that without a catalogue the percentage of sales that "stuck" was far less than with that selling document. More customers returned the hair. The various campaigns conducted on this method failed to pan out.

But the moral is clear—the out-and-out approval offer, clear of all intricate selling schemes that aimed to get the money in advance, outstripped in profits every plan utilized to get the money down in advance.

To-day the majority of concerns in the mail-order hair goods business are getting rich—but only as a result of dear experience before finding the "twist" that made their propositions win.

An engine manufacturer who made one of the best products of its kind had not been doing a

The George L. Dyer Company

42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

dividend-paying business in spite of his meritable implements.

He sold through jobbers and jobbers disposed of the product to dealers. Once the thought struck him that slicing off the jobbers' profit would just about set the business right.

How to do it was a problem. Nevertheless, he put salesmen on the road to sell dealers in territories not covered by his jobbers to find out whether he could sell direct to the dealer.

The salesmen failed to get the dealer to stock the engines. The concern lost money on the experiment in the salesmen's salaries and expenses.

One of the officials of the firm some time afterward visited the store of a nearby farm implement dealer and found him using one of the engines on work around the store,—doing work that only this particular engine was capable of doing.

Here was a bright merchandising idea. Why not get every dealer to stock at least a single engine on the strength of the suggestion that while doing this work the engine would actually be selling itself to this dealer's customers—it could demonstrate itself and still relieve the dealer of a lot of drudgery.

This, the official knew, would sell the product to the consumer. He felt that the idea would be welcomed by the dealer, too. And that was the big point, for the house wanted to sell direct to dealers.

Conservatively the official tried the idea out by personally calling on a score of implement dealers. In personal work at least, he found, it was successful.

Then the plan was put on paper—letters were sent out to dealers explaining it—a strong elucidation of the various points of the plan were given dealers in a large circular and by other means.

Instantly the idea "took" with the dealers. Orders from them came at a rapid pace until it was deemed advisable to sever jobbing connections and pocket the saving by going direct to all dealers.

To-day this engine concern has one of the strongest distributions among dealers of any firm in that line of business. It is paying good profits.

The little merchandising "twist" on which dealers were induced to put the product in stock revolutionized the business. It was a small thing, but mighty in results.

A Wisconsin man found that working on rough ground was so destructive to his shoes that the repair bills amounted to quite a sum.

He conceived the idea of a shoe with a steel sole.

To most men, durability and money-saving would be the biggest talking points in favor with such an article of footwear, for it was made for selling to working-men and farmers.

This man, however, talked the health of the shoe—how it prevented rheumatism, corns, bunions, cold feet and various ills which develop from wet pedal extremities. The shoes sold at from \$4 to \$6 a pair.

Many selling experts would immediately brand a steel shoe as an impossible selling proposition, but on the "health" idea this manufacturer was able to make full page advertisements in such papers as the *Saturday Evening Post*—\$4,000 a page—pay him back a profit, as well as in scores upon scores of other publications selling direct from the advertisement.

Merchandising these shoes on their "health" value primarily, instead of on the apparent idea of durability and money-saving, has made this manufacturer rich.

Few national advertising campaigns win on brute force alone. It is a crafty merchandising plan of high efficiency—a plan that dovetails with prevalent conditions—that is responsible for some of the most impressive successes. Careful thought and study given to the average planless business will develop a point of vantage where a merchandising "twist" can work selling wonders—as it did in the cases related above.

Twelve in One

The Associated Sunday Magazines have twelve different imprints on each issue; but otherwise have the same contents and back cover.

Twelve of the most influential papers in the country banded together issue co-operatively each week a magazine of sustained, unquestioned merit, a magazine that commands the respect and attention of their readers.

In contents and character the Associated Sunday Magazines take rank with the best modern periodicals. They contain carefully selected articles, short stories, and illustrations by the foremost contributors.

No criticism of any religion, any business, or any legislation appears in their columns.

Edited to appeal to the man and his wife in their home, the Associated has a clean field of usefulness free from sham or sensational outbursts.

Like people, magazines have character and personality and are judged by them.

The charm of unfailing good temper, broad sympathies, and a sense of humor, coupled with love of adventure, and a little honest, generous impulse, is irresistible.



Twelve Interlocking Circulations

Our twelve distributing points are so situated geographically that where one of our paper's territory practically ends another's begins.

In many cities of the country, on a Sunday morning, you find on the principal news stands copies of the Boston Post, the Philadelphia Press, the Buffalo Courier, and the New-York Tribune side by side; and in other places you will see the Washington Star, the Philadelphia Press, and the Baltimore Sun; then travel west and you will find the Pittsburgh Post, the St. Louis Republic, the Buffalo Courier, the Chicago Record-Herald, and the Detroit News-Tribune; still farther northwest or west, the Minneapolis Journal and the Rocky Mountain News.

In many of the cities in our "area of concentration" you will find that six, seven, and in some places even eight, out of our twelve newspapers have regular weekly sale.

The circulation of the Associated Sunday Magazines is more than 1,300,000 copies each week.

82%, or more than 1,000,000 copies, are delivered weekly into the homes of the readers by mail or carrier; not stacked on the news stands, but actually delivered straight into the homes.

Our new circulation booklet is now ready. Send for it.

It will give you our circulation, in detail State by State, City by City, Town by Town and Village by Village. We want you to know where every copy goes and we show you.



Distribution by States

Alabama	756
Arizona	343
Arkansas	5,597
California	1,180
Canada	16,540
Colorado	51,091
Connecticut	8,387
Delaware	2,296
Dist. of Columbia	43,608
Florida	931
Georgia	432
Idaho	299
Illinois	160,106
Indiana	18,494
Iowa	29,847
Kentucky	1,475
Kansas	4,145
Louisiana	650
Maine	22,605
Maryland	60,601
Massachusetts	227,835
Michigan	89,921
Minnesota	63,935
Missouri	75,755
Mississippi	414
Montana	1,727
Nebraska	3,863
Nevada	155
New Hampshire	19,947
New Jersey	22,722
New Mexico	1,378
New York	134,491
North Carolina	1,409
North Dakota	9,196
Ohio	13,730
Oklahoma	6,272
Oregon	227
Pennsylvania	192,995
Rhode Island	14,039
South Carolina	245
South Dakota	6,640
Tennessee	811
Texas	2,978
Utah	274
Vermont	2,452
Virginia	10,086
Washington	546
West Virginia	7,989
Wisconsin	22,856
Wyoming	2,001
Foreign	667

Total, 1,366,939 Copies

Distribution by Cities

12	Cities (the twelve publishing) points copies circulated	600,932
39	Cities (outside of the twelve issuing) points having a population of one hundred thousand and over, copies circulated	63,593
60	Cities having a population of fifty to one hundred thousand, copies circulated	100,784
118	Cities having a population of twenty-five to fifty thousand, copies circulated	98,251
915	Cities having a population of five to twenty-five thousand, copies circulated	231,070
3,072	Towns having a population of one to five thousand, copies circulated	171,192
6,783	Towns and villages of less than one thousand population, copies circulated	83,226
2,789	Cities, towns and villages listed by the newspapers, without indicating post-office or town address of subscribers, copies circulated	17,891

**Total Number of Cities,
Towns and Villages**

13,788

**Total Number
of Copies**

1,366,939



Concentrated Area



Inside the black line is the richest, most populous part of this country—and the most business.

This is the territory where practically our entire circulation is concentrated. It saturates the district inside the black line. It is the biggest individual advertising power in that territory.

Four-fifths of the magazine reading population of this country is inside the black line.

The Associated Sunday Magazines

issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald	Pittsburgh Post	Washington Star	Buffalo Courier
St. Louis Republic	New-York Tribune	Minneapolis Journal	Detroit News-Tribune
Philadelphia Press	Boston Post	Rocky Mountain News	Baltimore Sun

1 MADISON AVE., NEW YORK

RECORD-HERALD BLDG., CHICAGO



AND NOW COMES "ZONE" ADVERTISING IN MAG- AZINES

"MONTHLY STYLE BOOK" HAS DIVIDED THE COUNTRY INTO SIX COMMERCIAL "ZONES" AND WILL PUBLISH SUPPLEMENTARY ADVERTISING IN EACH ZONE EDITION.—HOW THE ZONES WERE DETERMINED—THE SIGNIFICANCE, TO MANUFACTURERS, OF THE SOLUTION RECENTLY WORKED OUT

Advertising men live on ideas. Francis L. Wurzburg, advertising manager of the *Monthly Style Book*, is just about to spring a brand new idea on the advertising world which seems to strike down into the root of the fundamentals. To give expression to his idea, he has captured a little word of only four letters,—the word "zone"—and proposes to give it a new significance.

Advertising by states, districts or territories is, of course, not new. It is about as old as advertising itself, but when applied to magazine advertising, it is sufficiently new to be startling. How can a magazine with a national circulation split that circulation up into sections so that a manufacturer having distribution, say, only in the Middle West, can confine his advertising to that section, leaving out the Atlantic and Pacific slopes and paying only for circulation in the territory he wants?

Mr Wurzburg thinks he has the answer in his new "zone" advertising plan and some pretty level heads in the business believe that he has taken hold of a mighty big idea and got it on a practical basis. Beginning with its January issue, the *Monthly Style Book* will publish six zone editions. You can advertise in one or two of the zones or in all six, just as you like. Take what you want and leave the rest is the scheme. The advertiser is to pay only for that portion of the circulation which goes into his field of activity,—no more.

Dividing up the country into six commercial sections was the

first step and it was some job. It might have been done haphazard, hit-or-miss, but Mr. Wurzburg consulted over 100 authorities, big jobbing houses, manufacturers in different lines, sales managers, advertising agents and so on. The result is more than interesting. Of course sections overlap, and different jobbing centers sell in each other's territory, but here is Mr. Wurzburg's solution of the problem:

New England Zone: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut. Jobbing Centers: Boston and Portland. This zone includes one of the most compactly populated districts in the Western Hemisphere.

Middle Atlantic Zone: New York, Pennsylvania, New Jersey and Ohio. Jobbing Centers: New York, Buffalo, Philadelphia, Pittsburgh, Cleveland, and Cincinnati.

Southern Zone: Delaware, Maryland, District of Columbia, Virginia, West Virginia, South Carolina, North Carolina, Georgia, Florida, Alabama, Mississippi, Kentucky and Tennessee. Jobbing Centers: Baltimore, Richmond, Atlanta, Birmingham, Memphis, Louisville and Chattanooga.

Western Zone: Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, North Dakota, South Dakota and Nebraska. Jobbing Centers: Indianapolis, Chicago, Detroit, Milwaukee, Minneapolis, St. Paul, Des Moines, Fargo and Omaha.

Southwestern Zone: Louisiana, Arkansas, Missouri, Oklahoma, Kansas, Colorado, New Mexico, Arizona and Texas. Jobbing Centers: New Orleans, St. Louis, Kansas City, St. Joseph, Oklahoma City, Denver, Galveston, Dallas and Fort Worth.

Pacific Coast Zone: Nevada, Idaho, Washington, Oregon, California, Utah, Montana and Wyoming. Jobbing Centers: Seattle, Portland, San Francisco, Los Angeles and Salt Lake City.

Numerous difficulties revealed themselves as the zone idea was

developed. There are problems of make-up, for instance. A different edition will be printed for each "zone." The six editions will be identical, in editorial matter, number of pages, amount of national advertising carried and arrangement of make-up, with the exception of the supplementary pages devoted to individual zone advertising.

Owing to the mechanical problems which have to be met, it will be necessary to make the zone supplements of equal size. For the present, Mr. Wurzburg says, not more than three pages of space in each zone edition will be available for zone advertising. Advertisements will not be taken for less than a quarter page.

Mr. Wurzburg believes that this new "zone" magazine medium will set many advertising and sales managers overhauling their selling data, and finding out in what districts they are weak and in what strong. Such a sales-record, he says, will show manufacturers where to advertise, it will show what zone is most responsive and therefore what zone is most valuable to them. At the same time it will show them what circulation is beyond their reach and is therefore without value to them. The zone plan of advertising enables one to select his own circulation.

Because of the epidemic possibilities residing in this new plan, it is worth while to quote Mr. Wurzburg regarding the advantages now open to manufacturers in one crowded zone—the Middle Atlantic. He says:

"This zone represents one of the most densely populated sections of the United States, and is the center of great commercial activity.

"Eastern manufacturers as a rule send their salesmen into these four states more frequently and canvass them more thoroughly than any other part of the country. From New York to Cincinnati, via Buffalo and Cleveland, returning by way of Pittsburg and Philadelphia, and taking in the many important in-

termediate cities, is an ideal salesmen's route.

"All the cities above mentioned are big jobbing centers. Few manufacturers have developed to the fullest degree the wonderful sales possibilities of this fertile territory. Many a man could save a pretty penny by concentrating on this near-at-home market, before he attempts to reach out from Maine to California."

The plan as a whole admirably lends itself to the purposes of those advertisers who "try-out" territories. Take the New England Zone, as defined by the *Style Book*. This is a particularly popular field for try-out campaigns. Not only New England manufacturers, but also those located elsewhere, who are laying plans to invade that inviting section, will examine this new plan of advertising territorially in a magazine with extreme care. It cannot fail to suggest a possibility of other powerful national magazines issuing separate district editions. The splendid and economical service which the monthlies have given advertisers has made them attractive as mediums in the eyes of not only national advertisers, but also semi-national and even quarto-national advertisers, so to speak, whose purse-strings have tightened at the considerable waste circulation which their use entailed, they not being able to do business everywhere.

The plan of distribution of the *Monthly Style Book* adapts itself well to the "zone" idea. The magazine is distributed through department stores, which makes it possible for the publisher to ascertain to a copy where his periodical is circulating. However, even had it had a considerable circulation through the News Companies, the difficulties perhaps would have been insuperable. The new zone plan is one of those developments in the world of selling which tends to keep constantly on the *qui vive* the man who eagerly lays hold of each practicable progressive new plan as its merits are proved.

The Birmingham News

Smashes More Records

Again THE BIRMINGHAM NEWS smashes records!

This time it achieves a tremendous *GAIN* in Local Advertising in the three dullest months of the year. And this while both its contemporaries are showing a big *LOSS*.

Here are the figures for all three Birmingham papers for all *Local Advertising* carried during June, July and August, as compared with the same months last year.

	Inches	Inches
THE BIRMINGHAM NEWS carried	77,831, a GAIN of	3,284
The Ledger	" 51,212, a LOSS of	12,492
The Age-Herald	" 63,325, a LOSS of	2,500

It will be seen that THE NEWS carried 26,619 inches MORE than The Ledger, and 14,506 inches MORE than The Age-Herald.

The same history is shown on *Foreign Advertising* carried:

	Inches	Inches
THE BIRMINGHAM NEWS carried	22,426, a GAIN of	5,637
The Ledger	" 17,346, a GAIN of	1,690
The Age-Herald	" 15,926, a LOSS of	1,304

This shows that THE NEWS carried 5,080 inches MORE Foreign than The Ledger, and 6,500 inches MORE than The Age-Herald. (All Age-Herald figures shown include their large Sunday editions.)

Now a look at the *TOTAL* figures:

	Inches	Inches
THE BIRMINGHAM NEWS carried	100,257, a GAIN of	8,921
The Ledger	" 68,558, a LOSS of	10,802
The Age-Herald	" 79,051, a LOSS of	4,004

It's clear enough that something is happening in Birmingham. The figures tell the story. Look at August—THE NEWS carried 30,544 inches, while The Ledger carried 20,047, or a lead for THE NEWS over The Ledger of 10,497 inches, equal to over 50 per cent more business than the other afternoon paper.

It simply means that THE BIRMINGHAM NEWS is reaping the rewards of fighting a clean fight for more and bigger business—and that it is getting it because it has shown that it is entitled to it.

You are in right in Birmingham if you are in THE NEWS.

The Birmingham News

"Alabama's Leading Daily"

VICTOR H. HANSON
Publisher

ALBERT HANSON
Mgr. Foreign Adv.

N. Y. Office—6206 Metropolitan Bldg.

OVERCOMING POPULAR PREJUDICE WITH AD- VERTISING

MARGARINE MANUFACTURERS
UNITED IN EFFORT TO PUSH
MERELY MARGARINE—NO BRANDS
ADVERTISE—A CASE OF JUSTIFI-
ABLE GENERAL PUBLICITY—DIFFI-
CULTIES IN THE WAY OF UNITED
ADVERTISING

By Thomas Russell.

Advertising Consultant (Clun House),
London, England.

It is a pretty good working principle that the right way to advertise is to go after sales—not after general publicity. But there are exceptions, as where a good product is not generally understood; or is generally misunderstood; or where the market is restricted through some fault of distribution.

Some advertisements of which the following is an example have lately appeared in this country:

WE SUGGEST

that you ask your Grocer for a pound of the Margarine that he can recommend. You will be gratified and surprised how good

MARGARINE

can be, and how much it will save your housekeeping.

Your Grocer will know the kind

This is general publicity of the most unqualified sort. You will observe that it names no brand, gives no prices, mentions no address. It just asks you to go and trust the grocer.

But anybody who knows the British market in margarine can see that there is a story behind this advertisement, and the story justifies the advertising. The circumstances cover both of the exceptional conditions mentioned above as justifying general publicity.

Margarine, originally called oleo-margarine, is the subject of a good deal of prejudice. It is misunderstood. Margarine is a clean, wholesome product, and good margarine is declared by dietetic specialists to be better than poor butter. Yet the sale of it is restricted to the poorest

classes. No one who can afford butter, even poor butter, will use margarine.

In part, the prejudice is the fault of the early producers of oleo-margarine. When it was first put on the market it was styled "butterine," and some of the advertising done in connection with it looked dangerously like being planned to create a false impression. Eventually the Government stepped in, and passed a law that margarine may not be sold except with a label attached to it plainly distinguishing it as margarine. The paper in which it is wrapped must bear the word "margarine" separate from all other printed matter, and in plain letters at least six inches high. No pictures of cows or dairies may be used, nor can any brand name be added to the word margarine, except after this name has been specifically approved by the Government.

All these precautions, necessitated by fraudulent methods long since abandoned, have helped to create a prejudice against margarine. The prejudice has been augmented by the sale of low grades of margarine, and also by low-grade methods of retailing. The custom of the largest retailers of margarine is to sell it in a highly complicated manner. Instead of pricing margarine at sixpence a pound, it is priced at a shilling—twelve pence, but two pounds are given for one. The reason for this is said to be, that poor women do not like to say that they buy sixpenny margarine. They prefer to say that they buy shilling margarine, and suppress the double-weight principle.

But this sounds silly, because everybody knows how margarine is marketed.

The grocery and provision merchants would be the natural channel for selling margarine. But in great measure, the trade is not in their hands, having been nearly monopolized by multiple-shop companies, especially the Maypole Dairy Company. This is a concern which has an enormous number of retail shops all

over the country. The business is confined to a very few lines—tea, butter, cream, eggs and margarine are about the entire stock. Shepherds, Limited, a concern operating on very much the same lines has also a big slice of the trade. There are other multiple retailers who advertise margarine largely and get the bulk of the business.

Evidently, if the basis of distribution could be widened, and prejudice at the same time overcome, the total sale of margarine could be increased. The total sale of any commodity could be increased by suitable advertising. Advertising and advertising alone has multiplied the sale of cocoa in this country during the last twenty years more than two and one-half times. Imports of raw and prepared cocoa in 1891 were together 34,030,981 pounds. This year the imports will total somewhere about 88,000,000 pounds.

One or two proprietary brands of margarine are advertised, notably one of Pearks, a multiple-shop company. But practically all the advertising has been price advertising—generally telling how much extra you get with every pound weight. Pearks' have tried to say something in favor of their margarine, but no single concern can do much to raise the general appreciation of the product. Neither can any single brand do much to increase the total consumption.

The competition in margarine is acute. There are enormous factories here and in Holland which fling thousands of tons upon the market weekly. Every manufacturer works independently of the others. There is nothing in the nature of a trust or a combine, but the leading manufacturers have united in an association which is paying for the advertisements above quoted. Every manufacturer who is able to enlist the good will of grocers will benefit by the advertising, and as the campaign proceeds, I do not doubt that a manufacturing story and some good educational advertising will be done.

(Continued on page 38)

The Best Medium

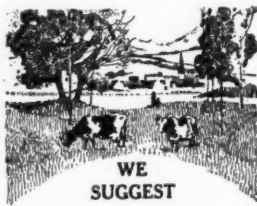
In the sense of
greatest good
to the
greatest
number, the
Woman's Home
Companion
is the best
medium
for advertisers,
because
it is the best
medium
for readers.

At present, the effort is mainly directed to broaden the basis of distribution. Grocers are shy about handling margarine because it is too greatly pushed by their bitter rivals, the multiple-shop companies, and also by co-operative societies. And the margarine manufacturers have certainly not done anything before to help the grocers. Many of them supply one or other of the multiple-shop companies. But all can benefit by the overcoming of prejudice and by the broadening of the distributive organization.

I do not think the associated manufacturers are doing all that they might do. The effort ought to be supplemented with some literature containing a good manufacturing story, to be handed out by grocers. The advertisements ought to be reproduced as show-cards. Probably a sampling campaign or house-to-house demonstration would greatly assist the newspaper work.

But these things are very difficult to arrange. All co-operative efforts are very difficult to arrange. Five years ago, when I was at *The Times* I had experience of the difficulties in the way of organizing a combined advertising campaign. There are only about six or seven concerns in this country that make velvet. I got all of them lined up for a combined advertising campaign to make velvet a pronounced fashion. But one firm hung out and the other manufacturers would not put up money for advertising which would benefit as well as themselves the man who refused to contribute.

The claret growers of Bordeaux combined for a while in a joint advertising campaign in favor of genuine claret, but the combination fell to pieces through internal jealousies. Thus the margarine co-operation is a notable piece of work, and even if it has not gone as far as it might, the fact that it has gone any distance at all is creditable to the broad-mindedness of the manufacturers.



WE SUGGEST

that you ask your Grocer for a pound of the Margarine that he can recommend. You will be gratified and surprised how good

MARGARINE

can be, and how much it will save your housekeeping.

Your Grocer will know the kind



ADVERTISING A BUTTER SUBSTITUTE

DEALER AS A MAN AND BROTHER

It isn't necessary to forcibly ram your arguments down the consumer's throat—in the first place, we don't believe that to be possible. Secure his interest by means of your advertising—make him see his personal advantage.

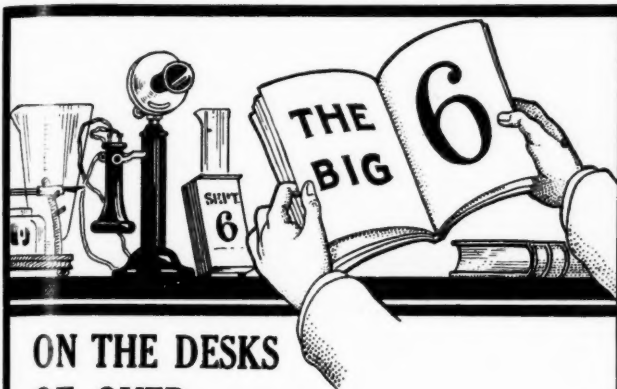
Then, when he goes to his dealer, with whom he has probably been trading for years, he won't go as an emperor, nor as a detective. Instead, he'll probably say that he has seen your advertising and ask the dealer if he has your product.

And the dealer, knowing his customer to be a man of intelligence, won't necessarily try to humbug him or lie to him. For the dealer is human and wants his customer's continual patronage. Nine times in ten he'll get your product from you or from his jobbers. And he won't swear out a mandamus, either.

The jobber will see his interest in serving his customer—the dealer—just as strongly. You'll get your order.—*John Lee Mahin, Mahin's Advertising Agency, Chicago, in "Printer and Publisher."*

REFUSES TO FILE TRADE MARK

The secretary of the State of California has refused to file the trademark of R. W. Elson, of San Francisco, who desired to publish under the name of *Exposition Journal*. The directors of the Panama-Pacific International Exposition Company promptly protested to the filing of any firm name that includes the words "Exposition" or "1915." Elson may sue out a writ of mandamus, if he chooses.



ON THE DESKS OF OVER 100,000 DIFFERENT PHYSICIANS

you will find one or more of the medical journals constituting "the Big Six." Do you realize what an impetus it would give to your business to have 100,000 doctors using and recommending your products? Do you know the accumulative value of medical patronage? Back of every doctor are his patients, the people who look to him for advice on every conceivable topic. What he uses and recommends, his patients also use and recommend. Therefore sales to medical men have a potential value—a capacity for multiplying—greater than those to any other class. By the same token, a doctor's condemnation carries more weight than that of other men.

It behooves every aggressive manufacturer, therefore, to secure the patronage of the medical profession, for aside from its immediate value, it will be found a constructive force that can easily be developed into one of the most dependable and profitable assets of his business.

To gain the attention and patronage of the physicians of America, there is no means so prompt, effective and economical as the use of advertising space in the publications below. "the Big Six" of the medical journal field. These high class journals are justly popular for the physician looks upon them as distinctively his own, and not only reads them from cover to cover, but preserves them for months for re-reading and reference. No other advertising, in consequence, accomplishes its purpose so thoroughly and surely.

It is no exaggeration to say, therefore, that to use advertising space in "the Big Six" is to insure success, for many a wide awake firm has demonstrated this conclusively.

For full information, rates, etc., address:

S. D. CLOUGH, Secretary, Ravenswood Station, Chicago, Ill.

THE ASSOCIATED MEDICAL PUBLISHERS

American Journal Clinical Medicine.....	Chicago, Ill.
American Journal of Surgery	New York, N. Y.
American Medicine	New York, N. Y.
Interstate Medical Journal.....	St. Louis, Mo.
Medical Council.....	Philadelphia, Pa.
Therapeutic Gazette.....	Detroit, Mich.

Pond's Trip Around the World.' Here we picture and describe two children in visits to the leading cities of the world, always engaged in some interesting adventure, as in viewing the Coronation parade or binding up a sailor's hand or ministering to an injured beggar in Italy. We make it very simple and let the picture tell most of the story.

"The progress that the children are making in their trip around the world is shown by crosses on a globe or map. Each month they advance farther eastward.

"How many children are now eagerly watching to see what new adventure these two young people will be enjoying, and how many of them will have the uses of Pond's Extract explained to them, of course one cannot say; but there is no question that we are getting results we should not have done had we stuck to the old type of copy."

Very few if any other advertising campaigns in the juvenile

papers have been worked out so elaborately as the Pond's Extract one has been. There are, nevertheless, a large and increasing number of advertisers who are trying it in part.

The Eastman Kodak Company, for example, runs juvenile pictures with its copy in the *Youth's Companion* and other papers well calculated to set the boy on edge for a camera. The type-matter is, however, of the kind that might be run anywhere. It is not especially accommodated to the youthful intelligence.

Colgate & Co., advertising their Dental Cream, use fine human interest pictures aimed at the children, but for the most part train their copy on the parents, though there are examples of where the other idea has crept in.

"Porosknit" underwear is advertised in the *American Boy* and other juveniles, as well as in the standards, by a swimming scene, the kind that makes the biggest kind of a hit with the boys. Its

CIRCULATION!

One-fifteenth of the entire population of the United States is concentrated in New York City and suburbs (more than 6,000,000 people).

Our Painted Bulletins reach them at the lowest cost per capita offered by any advertising medium.

The O.J. Gude Co., N.Y.

935 Broadway, New York

copy in this ad, however, is straight selling talk to the parents.

The Oliver Typewriter Company presents a "wonderful opportunity for ambitious young people," but the talk is selling talk for old heads and the company apparently does not seriously believe in the necessity of going after the boy or girl with boy or girl talk in order to send them enthusiastic to the parents. The ad is for the parents' eye.

The "Jell-O" ads—"Mamma's making Jell-O"—and the juvenile series of Kellogg's Toasted Corn Flakes are a little more along the line followed by Pond's. They may really be intended chiefly for mother's eye, but there is also the suggestion of an appeal to the child to bring pressure on mother and get the right thing.

After all, most of us are only children of a taller growth and are interested in much the same things that interest our smaller relatives. It is prob-

able that much of the same copy that would interest a child and send him with a string of questions to his parents would interest the parents by itself. Mr. Tuttle emphasized this point.

"It is probable," he said, "that any manufacturer who would consider this point of view, and try to put his copy into child language, in order to talk to the children, would have as a result most attractive, delightful copy, that would be read by people of all ages; far better copy, in fact, than he had when he was simply trying to address a grown-up audience.

"It is wonderful how the endeavor to impress a child's mind

with a few facts of our business clarifies many a muddled statement and simplifies many an intricate sentence. That is a valuable by-product of the attempt to reach the little ones.

"Another thing weighs with our people. We care a great deal about impressing the child for the effect of it upon the parents, and also about reaching the parents directly with an appeal

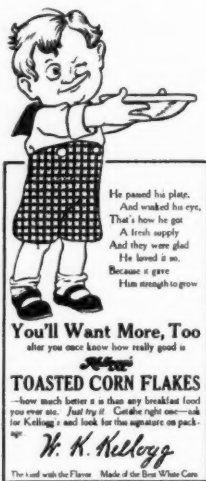
translated into child thought, because this produces immediate business, and more of it, we believe, than would be produced by adult copy in a juvenile publication.

"But we also care a great deal about impressing the child for its own sake, because *the child of to-day is the buyer of to-morrow*. The years pass quickly and the seed that the advertiser sows to-day will produce a harvest for years to come. And it is easier to impress the child than it will be to impress the grown-up. The girl or boy of ten or seventeen have receptive, impres-

sionable minds.

"With the coming of the first child, the young mother is forcibly reminded of the necessity of purchasing foods, clothes and different kinds of simple remedies; and it is safe to assume that her mind reverts to those things which she saw about her in her own home when she was a girl, and to what she read of in her own magazine."

Unless the selling points are made, there is little use of running the ad. They are made in another manner, that is all. And they should lose nothing by the change, because when a matter is made plain to the children it is made plain to everybody.



He panned his plate,
And waked his eye,
That's how he got
A fresh supply
And they were glad
He loved it so.
Because it gave
Him strength to grow.

You'll Want More, Too
after you once know how really good it is

TOASTED CORN FLAKES
—how much better it is than any breakfast food you ever ate. Just try it. Get the right one—ask for Kellogg's and look for the signature on pack.

W. K. Kellogg

The 1 and with the Flakes Made of the Best Winter Cereals

TRIFLING WITH THE IDEA

STILL MORE ABOUT THE SOUTH!

The Most Prosperous Section of the World Today!

The crops throughout the South at this time are better than ever known before. Land values have doubled in just a few years. New industries are succeeding in every southern state. The banks in the South, from the smallest to the largest, are overflowing with deposits.

The present cotton crop will be about fourteen million bales. The annual demand is over fifteen million bales.

There is money in the South. This year there will be more than ever before.

The successful advertiser to the South knows that he can reach these millions only by using the South's

Progressive Daily Newspapers.

Here they are:

ALABAMA

Birmingham Ledger (E)
Mobile Register (M & S)
Montgomery Advertiser (M & S)

FLORIDA

Jacksonville Times Union (M & S)
Jacksonville Metropolis (E)

GEORGIA

Albany Herald (E)
Atlanta Constitution (M & S)
Atlanta Georgian (E)
Atlanta Journal (E & S)
Augusta Chronicle (M & S)
Macon News (E)
Macon Telegraph (M & S)
Savannah Morning News (M & S)
Savannah Press (E)

KENTUCKY

Louisville Courier-Journal (M & S)

LOUISIANA

New Orleans Item (E & S)
New Orleans Picayune (M & S)
New Orleans States (E & S)
New Orleans Times-Democrat (M & S)

NORTH CAROLINA

Charlotte News (E & S)

SOUTH CAROLINA

Charleston Post (E)
Columbia State (M & S)

TENNESSEE

Chattanooga News (E)
Chattanooga Times (M & S)
Knoxville Journal & Tribune (M & S)
Knoxville Sentinel (E)
Memphis Commercial Appeal (M & S)
Memphis News-Scimitar (E)
Nashville Banner (E)

TEXAS

Houston Chronicle (E & S)
San Antonio Express (M & S)

VIRGINIA

Richmond Journal (E)
Richmond News Leader (E)

For Information, Rates, etc.,
write any of the papers
mentioned here

Can You Help For \$100?
Go After This Money Today
Your Idea May Win A Prize

**THE POWERS PHOTO-ENGRAVING
SUGGESTION CONTEST**

There Are No Conditions. You Are Eligible to Compete

Who we are: We make engravings. We make them all day; all night; every day; every night; Sundays; week-days; holidays; 365 days and 365 nights every year. We are known as "the fastest engravers on earth." We have the most skilled engravers and the most complete engraving plant. Powers' plates, whether for line, halftone or color work are always the best. Thousands of printers, advertising men and others know all about and appreciate the work of the Powers plant; but thousands more do not know about it.

Q We want a practical scheme, method or suggestion that will result in their giving the Powers plant a trial order. Work out an idea to accomplish this, send it in and win a prize.

**THE CONTEST CLOSES OCTOBER 15, 1911
PRIZES WILL BE AWARDED NOV. 1, 1911**

We are giving \$200.00 in prizes, as follows: \$100.00 in Cash for the best idea; \$50.00 in Cash for the second best idea; \$25.00 in Cash for the third best idea, and Five Dollars each for five other ideas, which the judges determine we can use. For each or any germ of an idea possessing utility, a credit check will be given, good for one dollar's worth of engraving, if used before December 31st, 1911.

A four-page folder explaining the contest will be mailed upon request.

Address all Suggestions and Communications to the
SUGGESTION DEPARTMENT

POWERS PHOTO-ENGRAVING CO.

154 Nassau Street, New York

'Phone 4200-01-02-03-04 Beekman

WHY NEW YORK IS A HARD MARKET AND WHAT TO DO ABOUT IT

COMPARED WITH PITTSBURGH, CHICAGO, SAN FRANCISCO, AND OTHER LARGE CITIES, IT IS THE HARDEST OF ALL TO GET ESTABLISHED IN — THE REASON IS FOUND IN THE SPIRIT OF THE CITY, THAT OF STOLID CONSERVATISM—NEW YORKERS ARE BLASE TO ALL NEW THINGS—CONSPICUOUS DEMONSTRATION DECLARED TO BE THE THING THAT WAKES NEW YORK UP TO THE POINT OF BUYING BIG

By J. W. Binder.

A few days ago I was talking with the salesmanager of a concern marketing an office specialty about the difficulties of the New York market. His concern has branch offices all over the country and he knows the peculiarities of buyers from Maine to California. He talks, consequently, not from theory, but from actual experience. I am not going to print his name, for he has talked with a friend's frankness about us. Sometimes, you know, we don't relish the truth.

"The New York market," he said, "is one of the greatest in the world. The population is tremendous, the people have money and as a general thing they spend it freely. There is just one thing wanting to make it the ideal market of the world, and that is the innate conservatism of the people. They are almost provincial in this. Take my machine, for instance. Here in New York, there are fewer installed than in Pittsburgh, and we were in business here nearly ten years before the branch in Pittsburgh was opened. Chicago, with a branch that was opened two years after Pittsburgh has that city and New York beaten to a frazzle, while San Francisco, a baby branch just about a year old, is giving this metropolis a hard tussle."

I suggested that perhaps he had a better selling force in the Western field than in New York.

"Not on your life," he said. "I've got the very best men in the country right here where the branch, its manager and its men are constantly under my personal observation. Besides, my judgment, I told you, is based on personal knowledge—sales made by myself, or at any rate, when I was present with a local salesman."

"Let me tell you," he continued, "of one feature which will illustrate my point. Our machines are sold after a ten-day trial. In New York the average length of our trials is, not ten days, but nearly eighteen. In Pittsburgh we close deals with an average trial of fourteen days, while Chicago sticks close to the ten-day margin. The only branch in the country that sells machines without trial, is San Francisco."

"Well"—I pressed the question—"what's the answer?"

"As near as I can figure it," he replied, "it's this. The average New Yorker is blasé. He believes that he *knows* everything and has *tried* everything. If it's anything he doesn't know about, that fact condemns it for him. In Pittsburgh, Chicago, or other Western cities, the man in business is willing to listen to your story about something new and give it a chance to prove out. If it makes good, he will buy it, no matter if he is the first man in his city."

Not very palatable for New Yorkers! But it really seems true.

Admitting for the sake of argument that New Yorkers are conservative almost to the point of provincialism, what is the best way to break into their admittedly rich market? I asked my man that.

He thought just a moment and then said "If this were a new business just starting out, and if the beginning *had* to be made in New York, and if the job was given to me to break down the barriers of the New York market of to-day, this is what I would do. I'd duplicate the methods by which a fruit preserving process was introduced into

every town of five thousand and up in one of the big Western states. The salesman sent crews of trained demonstrators through the state. In each town the best located vacant store was hired for a period of a week. A complete preserving outfit was installed. Invitations were issued to the farmers through the most widely circulated local newspapers ten days in advance. They were asked to bring samples of their own fruit and have some "done up." Not all of them, of course, availed themselves of the invitation to bring their own products for preservation, but hundreds of them attended the exhibition. They were given a complete demonstration of the right way to preserve fruits. The raw fruit went in at one end of the exhibit and came out at the other perfectly preserved and sealed in the company's air-tight cans. Printed slips were given out containing full instructions for duplicating the process in each farmer's kitchen. The demonstrations were a tremendous success and the company's market in that state was secure. It cost them, in dollars and cents, less than it would have to cover the state as thoroughly with a newspaper advertising campaign. *It was the objective way of teaching. It was effective.*

"I would use," he continued, "just the same method on a glorified scale of course, if I were to introduce our machine to the New York market to-day. I would secure the largest vacant building in the most prominent location of the city. I would fill it with our machines and show them in actual operation in charge of expert demonstrators just as the National Cash Register Company does in its beautiful Broadway salesroom. I would invite, through the newspapers, the people of New York to come in and see for themselves just what our machine would do for them. I *might* have a brass band playing on the outside. I am not sure of this, but I believe that New York would stand for it. It is my conviction that I could

secure more inquiries for my machine in New York City and arouse more curiosity regarding it in this way than by months of laborious office to office canvass."

"In other words," I said, "you would act on the hypothesis that the majority of New Yorkers are really provincial at heart."

"I would," he said.

Do you believe it?

GREATEST ADVERTISING COUNTRY

With the view of ultimately establishing a publicity bureau that will earnestly advertise New Hampshire as the Switzerland of America, Representative O. W. Frisbee, of Portsmouth, N. H., is in communication with United States Consul Heinrod at Berne to ascertain the methods that Switzerland employs. The little country of Europe that depends almost exclusively upon the tourist business is said by Mr. Frisbee to be the greatest advertising country in the world.

In a letter received from Switzerland the consul says that the bulk of advertising is done through the publicity department of the Swiss Federated Railways, a department that is organized and supported by the railroads of the country.

The department employs entertaining writers who supply readable descriptions of the country and historical and amusing anecdotes to the "big" newspapers of the world.


Expert photographers are retained to make striking pictures of the country, and the department makes cuts that are sent to all parts of the world to illustrate the stories.

The department spends money judiciously, but it pays for the space used by the stories if pay is demanded by the sizable dailies.

The consul writes Mr. Frisbee that the provinces of the country also unite to advertise their individual districts, that the hotel keepers of various sections organize publicity clubs, that the steamers and second-class railways have recently united to form a department of publicity, and that at its last session the Swiss federal council adopted a resolution which calls for a committee of the council to suggest methods of advertising to the railroad department of publicity.

HEALY JOINS "SATURDAY NIGHT"

W. J. Healy, who has been manager of the promotion department of *La Presse*, of Montreal, for the past two years, has recently been appointed advertising manager of the Toronto *Saturday Night*, and of the various trade papers published by H. Gagnier, Limited. Mr. Healy was also connected with the advertising staff of the *Montreal Star* for five years.



Strathmore Parchment

Every change in its business stationery that a business makes is for the better.

Eventually all good business houses will go the limit and use Strathmore Parchment for their business stationery.

Why not the ultimate at once?

The few cents extra Strathmore Parchment costs per pound is too small to consider—yet the superiority it represents is too important to deny one's business.

The Strathmore Parchment Test Book contains a complete showing of our papers with full descriptions of weights, etc. Ask your printer for one, or write us, and make your own comparisons.

Strathmore Paper Company

SUCCESSORS TO
MITTINEAGUE PAPER COMPANY
MITTINEAGUE, MASS., U. S. A.

SELLEM WANTS TO "SAVE" COPYCUSS

OFFERS HIM POSITION OF HEAD OF COPY DEPARTMENT IN THE NEW SELLEM ADVERTISING AGENCY—COPYCUSS REFUSES TO BE SAVED—STORY OF THE AIREDALE PUP

By H. D. Kathvir.

"This is a fortunate meeting," said Mr. Sellem, in his most condescending manner, as he shook hands with the lean and bespectacled little Copycuss.

"Huh!" answered Copycuss, looking up at the nearest building.

"We'll walk along together," continued Sellem. "I have great news for you. I am thinking of starting a new Advertising Agency. There is a magnificent opening for a 'different' agency."

"It would be different all right." Copycuss continued his inspection of the upper stories of the skyscrapers.

"Of course—and better, vastly." Mr. Sellem stopped and, puffing out his chest, placed his hand upon Copycuss's shoulder. Thus fortified, he began: "Listen! All existing advertising agencies are engaged in—what? They are engaged in trying to help their customers sell goods! This is wrong—dead wrong. An advertising agency should create an atmosphere."

"Create an atmosphere?" snorted Mr. Copycuss.

"Certainly," responded Mr. Sellem triumphantly. "And then the goods would sell themselves. Observe now in advertising, say an automobile, the folly of printing a picture of an automobile. The public yawns and turns the page over. Now our agency would print an illustration of a beautiful rose. Underneath the line, 'An American Beauty.' Get the aroma? Then the name of the automobile itself we would have appear upon a rising moon. It would be arranged so that two or three of the letters would be hidden by a cloud. This would make the name difficult, if not impossible, to decipher."

"You will have to excuse me; I

must be going," ejaculated Copycuss. But Sellem held him by the shoulder and, fairly bursting with self-importance, cried:

"Furthermore, I myself would make speeches in various cities."

"Speeches—or the same speech?" queried Copycuss.

"We would work to get our customer in the air, so to speak, and, eventually, he would sweep the market!"

"Are you talking about an automobile or a vacuum cleaner?" Copycuss sighed audibly.

Mr. Sellem leaned over and whispered dramatically:

"Copycuss, you are to be head of our Copy Department!"

Copycuss gave a start. Finding himself pinned fast by Sellem's big hand, he moaned:

"No!"

"Yes!" Mr. Sellem fairly smothered him. "Besides being a good thing for the Sellem Agency, it will save you, Copycuss. You are losing your grip and you are too good a man to be lost."

Mr. Copycuss gently but firmly disentangled Mr. Sellem's fat paw from his coat-collar and, pushing that worthy back a foot, held his hand out as a guard. Then he spoke with extreme deliberation:

"How do you know I want to be saved? Let me tell you about Roy Daniels' dog. (You know Daniels—the special representative.) It was one of those big overgrown terriers—an Airedale, I think he called it. Roy was apprehensive that his little daughter might get drowned this summer. (You see, his family is at a lake resort and he's in the city all the week.) So Roy hunted around until he found a dog that was guaranteed to jump after the child if she should chance to fall off the pier. Well, the first week-end all the guests of the summer hotel were seated on the pier. Out comes Roy in his bathing togs to give them a little exhibition of aquatic lightness and freedom. Roy walked the length of the pier, turned his best jackknife dive and started with simon-pure Australian strokes to swim out to the buoy. Just then there was a yelp and

a rush. Down the pier from the hotel, like a streak of greased lightning, flew the dog. One mighty jump high in the air and the next instant he had landed in the lake, plump on Roy's back. Roy tried to turn, but the Aire-dale was too quick. He got a good hold of Roy and immediately started dragging him for the shore, meanwhile thrashing water like a Mississippi steamboat. Frantic, choking cries could be heard in the melee, but, almost before the guests could grasp the situation, Roy was pulled up on the beach. Then the faithful pup let go and, with joyful barks and wagging tail, stood around waiting to receive a Carnegie medal. But Roy straightened himself on his knees, grabbed the dog by the collar, and, striking him with his clenched fist, pattered:

"Rescue me, will you! Look here, you fool dog, if you ever save me again I'll blow your brains out!"

Having finished his tale, Mr. Copycuss bolted around the corner.

FARMERS UNITE TO CUT OUT MIDDLEMAN

Part of the problem of the increased cost of living is to be solved by the "United Stores, Grangers, Dealers and Consumers' Union," incorporated in New York State and Pennsylvania, with the motto, "Producer to Consumer Direct," according to J. W. Kilgard, a wealthy farmer and cattle raiser of Gaines, Pa., who organized the new movement. Paul Hagenlocher, a millionaire farmer of Scranton, Pa., is president.

The new organization, which has for its purpose the eradication of the middleman and wholesaler, and more especially the speculator in food products, is claimed to have 800,000 members.

The Union intends to establish 400 retail stores in New York City and other stores throughout two states to sell milk, butter, eggs, poultry and other meats. Prices are to be kept down, and strictly fresh products provided.

THE ENGLISH OF A FREE DEAL

"A free deal, Mawruss, y'understand, is where you should sell a customer some goods which he doesn't want, and then give it to him some more which he doesn't need. That's a free deal."—Adapted by "Kellogg's Square Dealer."



He was boasting of a mailing list of fifty thousand prosperous village homes in interior New York and New England and adjacent states, and we smiled.

We told him we could give him a list of one hundred and forty thousand just such homes as he described, through THE UTICA

SATURDAY GLOBE

and in addition the positive assurance that they are live, up-to-date addresses, proven by the five-cents payment for the paper as it is delivered; also the further assurance of a welcome such as his circular matter never received.

When cost was compared, he threw up his hands.

An advertisement occupying as much space as this in the SATURDAY GLOBE costs about one-thirtieth of a cent a home.

The circular letter was sure to cost a cent plus, each.

We are at your service any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives,

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

REACHING THE "GOAT"

ADVERTISING THAT IS MADE TO SUIT THE SALES DEPARTMENT OFTEN SHOOT OVER THE PUBLIC'S HEAD—UNINFORMED OFFICERS OF THE COMPANY OFTEN WANT A \$5,000 BOOK FOR \$1,500—AN AUTOMOBILE ANNOUNCEMENT THAT BRAGGED ITSELF OUT OF A RIGHT RESPONSE

By Roy W. Johnson.

The story goes, you know, that the lady and her little boy were crossing a field in which dwelt a masculine goat. The little boy looked at the goat, who returned the compliment—with an angry bleat for interest. The boy took shelter behind his mother, and lifted up his voice in wailing.

"Why, Willie," said the lady reprovingly, "I thought you were a New Thought little boy."

"Yes, Mamma."

"Don't you know that there is no such thing as pain? Don't you know that that goat is utterly powerless to hurt you?"

"Yes, Mamma. I—I know all about that, b-but that g-goat—he don't know it!"

The treasurer of a large manufacturing establishment said to me the other day: "What is the matter with our advertising? We are spending approximately \$150,000 a year. Our goods are right, we take care of our customers, our sales force is efficient; yet we don't get the results that another concern gets from \$85,000 a year. What is the matter?"

I told him the story about the goat. It fitted. He knew and his whole concern knew that the goods were right, that they took care of their customers, that they gave service, but—the goat, *he* didn't know it. They hadn't considered the goat's point of view at all. So he went right on about his business, buying the goods manufactured by the other concern. The goat, in this case, is the public.

In the concern mentioned they have a gentleman who bears the title of Advertising Manager. They also have an Advisory Committee which manages the advertising. This committee con-

sists of the president of the company, his private secretary, the secretary of the company and the assistant sales manager. Other department heads are called in freely, and the advertising manager is permitted to have opinions if he doesn't express them unless requested.

The method of procedure is as follows:

The President: We ought to have a catalogue of the blank department. Something fine, that we shall be proud to hand out to the heads of big concerns. I suggest that we get it up in fine style, with original photographs tipped in, and that it be bound in imitation leather. Mr. —, how much do you think we ought to spend on that?

The Private Secretary: (After consulting memoranda.) I think about \$1,500 would be right.

The President: (To the advertising manager): Kindly get estimates on about 75,000 catalogues, the very highest grade work, three or four colors, original photographs tipped in, bound in imitation leather, with envelopes to match. You can go as high as \$1,000 to \$1,500 on this. Have your plans OK'd by Messrs. Smith, Jones, Forbes and myself before going ahead. This wants to be a job we can be proud of. And it ought to be ready not later than October first.

[Tableau]

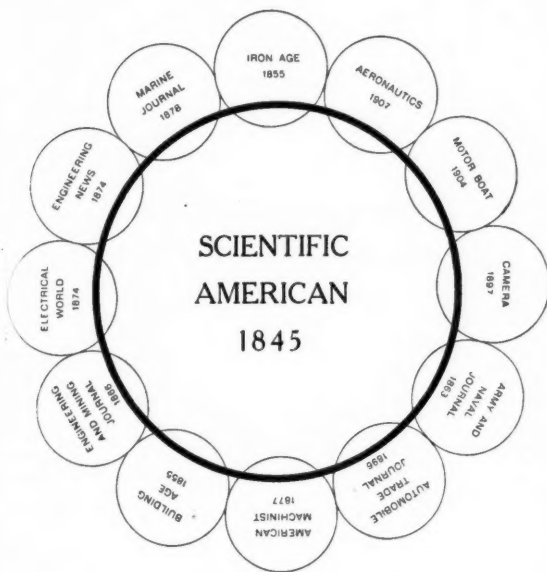
That isn't overdrawn; not a particle. And the same men pass on every blessed thing that goes out, even to a three-line Help Wanted for the daily paper. It is a common saying around there that the advertising manager has to get a blue pencil OK on his chin before he can get a shave.

Those conditions are the exception, no doubt, but there is more or less of that spirit in nearly every concern; fortunately less every year, as advertising men learn more about their profession. The men who compose that Advisory Committee really know a reasonable amount about advertising, except in one direction. They have absolutely no conception of what things cost. Hence

67th YEAR

A great paper must have a great object.

"The purpose of the Scientific American is to record accurately, simply and interestingly, the world's progress in scientific knowledge and industrial achievement."



It covers generally the field occupied specifically by the trade press.

R. C. Allison

Munn & Co., Inc., Publishers,
361 Broadway, New York

A. T. Sears, Jr., Western Manager,
Peoples' Gas Bldg., Chicago, Ill.

General Manager



**Taylor-
Critchfield
Co.**

*Leading
Advertising
and
Merchandising
Agents
of America*

CHICAGO
NEW YORK - DETROIT

they set a price limit, and the advertising is pared down to fit that. The "fine catalogue" comes through in the end; a sixteen-page booklet. We know all about the fine photographs we wanted tipped in, and the four colors, and the imitation leather binding; sure we do. But the goat—

Likewise with magazine copy. By the time Smith has cut out what he doesn't like, and Jones has cut out what Smith added, and Forbes has said it is too long, and the president has corrected the English in the result—the sales department is tickled to death with it, but the goat—he don't know it. And what's worse, he doesn't give a care.

Now, I am not knocking criticism, or supervision, or co-operation on the part of the sales department or anybody else. The advertising manager needs them all, and if he is good for anything insists upon getting them. But the one inevitable result of the system outlined above is the elimination of the goat from consideration. The advertising manager is forced to advertise to his own sales department. He writes what he thinks will please them, and lets the public go hang.

Writing to please the sales department has this drawback: your sales department is going to judge the ad from the standpoint of its knowledge of the goods and of the conditions in the trade. The public has no such knowledge, and the standpoints are radically different.

I have in mind an automobile advertisement which definitely stated that the entire output of the factory was sold out for the next year, and added in bold-face type that every machine they could make for a year had been sold. The average consumer, reading it, would assume that there was no use wanting one, because he couldn't have one for a year anyway. It took me some time to figure out that what they meant to say was that "Dealers have contracted for our entire output." Which is a very different thing, only—the goat—he didn't know it.

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I'll bet a stick of gum that that ad was written by or to the sales department. They knew perfectly well what they meant—it wasn't ambiguous in the least to them—and they supposed everybody else was equally well informed.

Another instance that comes to mind is that of an entirely new device which was advertised to the consumer *from the start* by showing the mechanical operation, and without ever telling him what it was for or what it was supposed to do. It was a fine ad, from the standpoint of the men to whom it was addressed and who knew all about it. But a precious lot the dear public cared about the mechanical construction of something they never had heard of before. The mechanical construction was perfect—the sales department knew all about that—but the goat didn't care if it was gold-plated.

The moral of which is as simple as it can be: When you write a message to anybody, send it to the right address. And remember to write in the language which will be understood. Furthermore, if you insist upon doing your own barking, it is poor economy to hire an expensive dog.

NEW A. N. A. M. MEMBERS

The following have been elected to membership in the Association of Advertising Managers.

R. F. Baldwin, advertising manager, Welsbach Company, Gloucester, N. J.

Dr. B. L. Dunn, advertising manager, Oneida Community, Ltd., Oneida, N. Y.

Frank J. Fahey, assistant treasurer, Gillette Safety Razor Company, Boston.

J. C. McQuiston, advertising manager, Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.

EVERY LITTLE COMMA—

A concern in Pittsburgh receiving a shipment of special goods too late for delivery had to hold them for some time and then sell at a sacrifice. To explain the special price when the goods were sold the manager told the steno to append a note—"Special price—took so long to fill, customers would not accept them." The steno put it—"took so long to fill customers, would not accept them." Did you ever meet a customer like that?

Note:—This is absolutely true.—
The Y. & E. Idea.

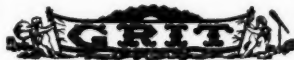


A large number of manufacturers are selling great quantities of their products in most sections of the country, but not all are reaching those who live in the small villages and rural districts—far away from the large retail store.

The only method of selling to this class of people is understood and thoroughly appreciated by every manufacturer who is a student of conditions. It resolves itself into "the appeal direct," which so many progressive firms have successfully demonstrated.

Before a manufacturer adopts the "selling direct" policy among those who live out in the country, he usually tries out his proposition in one of the mediums of large circulation—makes the experiment which will decide his future course in the policy referred to.

No publication in the United States offers such advantages for "try-out" purposes as



with its more than 240,000 circulation every week, confined exclusively to the smaller towns and villages in the several states. Its rate, 60 cents per line, provides against the experiment being an expensive one, and you don't have to wait a couple of months for results. You can get your copy into any issue of GRIT six days before date of publication.

If you think you can sell your goods direct, or if you wish to put your catalogue into the hands of those who are far removed from the large stores, try out the proposition in GRIT, as so many others have done, and thus begin the development of a branch of your business that may far surpass the trade you now enjoy among retailers.

Additional facts are yours for the asking.

THE JOHN BUDD COMPANY

Advertising Representatives,

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.



If the farmer were as good a business man as he is producer, the average farm income—big as it is—would be bigger.

That farm paper which can supply to the farmer the most and the best business suggestions is the one that is vitally necessary to him. Marketing the farm products to the best advantage—and this means frequently not marketing them, but feeding some products to other products, as, for instance, corn to hogs—is the great problem before the farmer.

Farm and Fireside has solved it. Its service is complete and efficient. It is not only the first aid, but an absolutely efficient aid in helping the farmer get all the money he should for what he raises.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

New York

28

Chicago

ADVISING THE CATHOLIC PRESS HOW TO CO-OPERATE

At the convention of the publishers of Catholic papers at Columbus, Ohio, August 24, Richard A. Foley, president of the Richard A. Foley Advertising Agency, Philadelphia, addressed the publishers on the best methods of linking the Catholic papers together into an association, to make them more available as a medium for national advertisers. He said in part:

"I am in favor of preserving the high character of the Catholic press in so far as censored advertising columns are concerned, because it is a fact that there is a growing inclination to pervert publicity to illegitimate uses, whether that be with fake medical advertising or with financial or lying mail-order, or exaggerated merchandise announcements. If the Catholic publications maintain a high standard for their advertising columns they will all the sooner reap their reward in the shape of orders from the larger advertisers and the consistent small advertisers.

"Taking for granted that there will be a maintenance of the high standard; that you secure an increase in circulation; that you maintain the interest in your editorial and news departments, let us see how you can go before the advertisers and the advertising agents of the country to get from them the wherewithal to carry on your propaganda—to increase your circulation, and widen your influence.

The secret you will find in co-operation. No one Catholic publication, to my way of thinking, is strong enough to go out into the field and secure national business to any great extent.

"Now, no advertiser will care to use any particular Catholic publication as a 'flyer,' unless he has something which is purely local and which appeals exclusively to the readers of that one Catholic publication. Any advertising that is worth while should be big enough to take in a list of these papers. Any advertising which takes in a list of these papers will naturally be of a class that permits a fair-sized expenditure.

"How, then, shall you influence the manufacturer or the advertising agent in order to secure business for your list, providing such a list be established?

"You must have something more than mere circulation numerals to give him. It is necessary to have something more than quantity to talk. I would advise the publishers to exploit their combined circulation after they have made up their list among themselves, and to figure out how many copies per agate line per penny of cost is furnished to the advertiser.

"Then let them back this argument up with the still stronger one that this is a *cream circulation*—no skim milk—in other words, that every copy goes into a home where character counts; where they have ideals; where they pay their bills, presumably—at least, that if they are not the kind of people who pay their bills they would scarcely subscribe to a Catholic newspaper.

"Before any of this work is undertaken, however, you should have an or-

ganization for advertising purposes. You should have a New York office in charge of some man whom you can trust for his ability, energy and initiative.

"You must have a flat rate to cover all your papers and you must maintain that rate to the limit, favoring none, but being fair and just to all.

"Each paper can have its own rate for its own particular business, but where you secure national accounts or go after them rather with the expectation of securing them, and where you urge upon the attention of the advertising agents the quality as well as the quantity of your publications, there you must have a flat rate with a commission and a cash discount.

"By the use of this cash discount you will encourage quick payments, and what is more important you will weed out the dishonest advertiser or dishonest agents, for the man who will not take a cash discount to-day cannot be trusted very far.

"General advertisers and advertising agents, however, if they are sound, will always be glad to take cash discounts.

"There should be an absolutely rigid agreement not to cut rates, not to give any inside rates, not to do anything that isn't as honorable and upright and just as the editorial utterances, or the religious advice contained in the publication.

HM!

The Wharton School of the University of Pennsylvania offers a course in advertising which meets the conditions of the same analysis of this subject. When the course is completed, at least three things have been accomplished:

First, the student has a knowledge of the public mind and the way to control this mind.

Second, he has a detailed knowledge of the mechanical construction of advertisements.

Third, the student is capable of outlining and constructing a complete advertising campaign for any article.—*Extract from school's letter to prospects.*

NEW HAVEN "PALLADIUM" GONE

The New Haven, Conn., *Morning Palladium*, which recently went into the hands of a receiver and was later bought by the *Journal and Courier* of the same city for \$22,500, has suspended publication. The *Palladium* was founded in 1828 by James F. Babcock, a prominent Whig politician, and has been Republican since the organization of the party.

The failure of the *Palladium* is attributable in some measure to the increase in sales of New York newspapers in New Haven.

The Battle Creek (Mich.) *Journal*, an evening paper established in 1857, was recently sold at public auction to Edward Douglas Stair, president of the Detroit Journal and Free Press Companies.



CAMEO PAPER

White or Sepia—for Printing

Give Distinction to
Your Printed Matter

LIFT it out of the commonplace mass of commercial "literature" that goes into the waste basket. Print it on CAMEO PAPER.

Its artistic appearance instantly attracts the eye and commands attention. Booklets or circulars on CAMEO PAPER are read, for it enriches illustrations, deepens half-tones, dignifies type.

CAMEO is a coated, half-tone paper without the shiny surface that makes booklets difficult to read. It gives a character to your message obtainable with no other paper.

You will see this in our sample book—one of the handsomest specimens of the printers' and engravers' arts ever published. Send for a copy. It will offer many suggestions for illustrating your goods to the best advantage.

Write for Samples and
Name of Nearby Dealer

S. D. WARREN & CO.

163 Devonshire Street, Boston, Mass.

Makers of the best in staple
lines of coated and uncoated
Book Papers

**A Gain of 63 Per Cent
in August 1911 over**

COMFORT

In A Class

*If "straws show which way the
stacks coming our way demonstrate
popularity with advertisers.*

There's a reason for COMFORT'S la-
vertising patronage the last three years.

Advertisers find COMFORT the best
impressing the wealthy farmers; and the

Twenty-three years of ceaseless effort
of the farmers and their wives and families
the best, biggest and most influential all
household authority in a million and a quarter

**COMFORT Has the Largest
Rural Circulation**

er Cent. in Advertising
over August 1910 Puts

MFORT

ass By Itself

*which way the wind blows," entire hay-
y demonstrate COMFORT'S growing
ers.*

COMFORT'S large and steady gain in ad-
st three years.

MFORT the best medium for reaching and
armers; and there's a reason for that, too.

f ceaseless effort in catering to the tastes
wives and families have made COMFORT
t influential all-round family magazine, a
million and a quarter homes.

Largest and Best Circulation in the World

HOW THE PRINTED PAGE HAS THE LAST WORD

THE PART OF AN ADVERTISEMENT THAT COUNTS MOST IS THE PART THE PUBLIC READS—THE FORM IN WHICH IT IS PRESENTED CAN DIVIDE OR MULTIPLY THE ATTENTION THE MESSAGE GETS—EXCERPTS FROM ADDRESS AT BOSTON

By Thos. E. Basham,

Advertising Counsellor, Louisville, Ky.

Printing is so closely related to advertising that this very essential factor in modern business promotion would amount to very little without it.

Its function is of such importance that it is print, paint, stamp, from Alpha to Omega in advertising. At almost every step the printer has his say. In fact, the final say as to just how we shall appear to the buyer's eye in our printed appeal.

Its relation to the creation of advertising is evidenced very strongly in the spirited rivalry between the big advertisers for attractiveness in the modern magazine, newspaper, and business literature.

Every advertising success gives impetus to another. One advertiser takes to certain type faces; another to borders or distinctive layouts and illustrations. One uses full page, another doubles the space in the next issue. One sends out a handsomely illustrated catalogue and his competitor immediately starts out to go him one better. And so it goes in the creation of advertising, all of which calls for the genius and brains of the experienced ad man and the highest craftsmanship in the printer's art.

Printing has two functions in advertising: a means of communication and an effect upon the emotions.

Business men have come to know, as does the ad man, that the most forceful appeal is that which plays most strongly upon one's emotions. And he who understands and applies this art of appeal to human emotions and delivers the goods, has solved the problem of success in selling.

To come to a deeper realization of the relation which printing bears to advertising or the creation of advertising, let us contrast the newspaper, magazine, and various forms of business literature with the methods employed by the ancients for publicity. Think of sending out criers on horseback to advertise one's wares, as did the Greeks and Romans; carving ads on tablets of stone, as in the days of Moses; scratching them on clay like the Babylonians and Assyrians; in hieroglyphics on stone; on scrolls of papyrus, as done by the Egyptians; or on barks of trees, as did the American Indian, or the Hebrews on skins of animals, and you will appreciate all the more the function of printing in this great era of business promotion.

But advertising didn't really begin until about the middle of the fifteenth century, when movable types came into use. The beginning may be traced to Caxton, who put out the first poster, from which has grown the great advertising and selling forces of today—the daily newspaper, magazine and various forms of business literature.

It takes genius and brains to create an ad, but it takes the printing press to express it to the world. Yet, with all the genius and brains the ad man can put into an ad, it will count for little without the finishing touch of the real printer. But how often do we see the effects of forceful copy utterly destroyed by an incompetent printer or the tightwad buyer who looks to price rather than results.

Here's a typical case: I was requested one day to assist in the preparation of some direct advertising literature. The manager of this big firm believed in his product. And its merits justified his belief. But he gave me to understand that inasmuch as he had to give a'l of this printing away he couldn't afford anything except the very cheapest.

I set about to prepare what the ad man terms "red-hot copy," dummy specifications and estimate, which I presented with sug-

gestions for distribution. He said it all looked good to him, but the price was so high that he would have to let me know. And he did a week or two later, with the finished copy which had been "blacksmithed" out by a 2x4 foot-power printer. You see its like every day. It was set in ginger-read style, printed in a dirty black on a cheap white antique book instead of on tinted enamel in soft-toned inks, as specified. When I asked why I didn't get the job he gave me to understand that I was \$17.00 too high. Six weeks later, when I inquired as to how it worked as a business-getter, all that I could get out of him was that "it wasn't worth a rap." And it wasn't—in that shape.

Type talks, gentlemen, and I want to say right here that its talk isn't any better than the medium through which it talks.

A print shop down my way runs as its slogan, "We make type talk." They do. And that's why so many have their business literature printed in this shop.

Even a crabbed dyspeptic welcomes a well-written, well-printed piece of business literature to his desk. And that, gentlemen, is the only kind which attracts favorable attention and goes straight "home."

The idea that a cheaply printed affair is good enough for general distribution is a great mistake. The housemaid appreciates and expects just as attractive an invitation as does her mistress, and the workman as does his boss. The human eye is so independent that only that which is pleasing can catch and hold its attention indefinitely. Few of the many millions of advertisement readers can tell you the technical difference between a Roman or a Gothic type, or between the mathematical or optical center of an ad, but they do know that certain ads compel and hold their attention with an irresistible force. And this is due to the fact that the attracting power of any ad lies in the absence of counter-attraction.

The immutable laws of harmony



We devote more time and energy to the judicious buying of

engravings and electrotypes than some advertising concerns consider necessary to the entire handling of an account.

We go on the theory that space costs the same, no matter how good or how bad the advertising. And the advertiser is entitled to the best use of the space.

But the modern advertiser expects the same supervision over the cost of advertising details which his own Purchasing Department exerts in his own plant.

We make every dollar which we spend for space or copy justify itself.



**Nichols-Finn
Advertising
Company**

**14th Floor Kesner Bldg.
CHICAGO**

and proportion must necessarily obtain in every ad. And likewise in every form of business literature. For instance, you receive a poorly printed letterhead and you instantly form a contempt for the one who sends it; but let it be neatly printed or engraved on a good quality of paper, and it really awakens feelings of delight; while a beautiful little brochure on handmade paper, neatly printed in harmonious colors, has a sort of restful effect.

And this reminds me of a little story related by George Ethridge about a certain woman who went to a printer with copy of a plea she had written for founding a charitable institution.

She wanted something "real nice," as it was to be sent out to the John D.'s, Andy's, and the like. And he did get up a job in a real butterfly fashion. But "nary" a dollar did it bring from these men who were said to be losing much sleep over not being able to give away their ever-increasing wealth. An ad man, not in the John D. class, however, got hold of a copy and suggested that it be printed in a harmonious, restful style and sent out in that form. This she did and it brought some \$200,000 from the very same mailing list.

So many mercantile and manufacturing concerns are making the same mistake to-day. Instead of entrusting their advertising to a practical advertising man who knows just what to do, they leave it to the newspaper and printing house solicitors, neither of which has the time to give it due consideration. In fact, some are so indifferent that they care little as to what is said in their ads or the shape in which they are to appear.

We used to read so much about the power of the press, but this is no longer limited to the editorial and news story. The ad man and the ad compositor have made the advertising columns to attract our attention; made them teem with human interest; to create new wants, new desires, new tastes; made them of real news value; to mold public opinion, to

give impetus for higher excellence in business-creating copy and the form in which it shall appear.

One writer says that there are two kinds of advertising and two kinds of printing; one is a mixture of paper and ink and the other of ink and paper plus brains.

And let me emphasize again the fact that the advertising end of one's business should not be entrusted to any other than a practical advertising man any more than the setting of an ad should be entrusted to a blacksmith.

And what's more, the ad man should be independent of any printing plant, newspaper or other advertising factor, for however efficient or however honest he may be, the printer must necessarily serve according to the limitations of his plant, and the newspaper solicitor to the interest of his paper.

Free from such limitations, he selects the printer who can best serve his employer and who can construct his ads to the conserving of newspaper space.

But here is another thing that has to do with the advertisement and advertising. The ad man may be ever so efficient, the ad compositor ever so skilled; the ad may occupy the choicest positions in the magazine and newspaper; or the business literature printed on the finest paper and mailed from the choicest mailing list, and yet business fails because of an effort to cover the whole world at once.

We need more localizing than nationalizing in the beginning of advertising campaigns—more concentration and less scattering effort. A manufacturer who can succeed locally can succeed nationally. A vigorous local campaign, backed up by a strong selling team, is bound to win and is of invaluable service to the advertiser in the conducting of campaigns in other cities. The greatest advertising successes of to-day are those which had their beginning on the unit basis of one city well covered.

WANTED—Six More Real Men

- ☛ If your vision does not cloud nor your brain befog when a staggering innovation is placed before you—reply.
- ☛ If you belong to that very rare class of men who see with their *brains* as well as with their *eyes*—reply.
- ☛ If there are any rungs of the ladder of success still untouched by your firm hand and foot—reply.
- ☛ If you can back a supreme and masterful confidence in yourself with energy and courage—reply.
- ☛ If you are making a success of your present position in life and are not looking for "a job"—reply.
- ☛ If you are not a *quitter* but instead possess *staying* qualities there is room for you on our staff—reply.
- ☛ If instead of "education" you have that simple but rare qualification, "common horse sense"—reply.
- ☛ If you are open-minded—big-minded—broad-minded and a strictly up-to-the-minute man of the hour—reply.
- ☛ If you do *your own* original reading-studying-investigating-considering-thinking and deciding—reply.
- ☛ If you long to leave the blind beaten trail of custom and precedent and stand for your own ideas—reply.
- ☛ If you would like to see and help make a few reforms consistent with twentieth century progress—reply.
- ☛ If a ripping up and tearing down of old moth eaten traditions would make good music to your ears—reply.

YOU ARE ONE OF THE MEN WE WANT

- ☛ No better business could possibly be conceived than our brand-new non-competitive—fascinating field.
- ☛ No profession or line of endeavor ever held the reward for whole-souled conscientious effort that this one does.
- ☛ No more worthy work has ever existed bringing as it does hope and happiness to thousands of sorrowing homes.
- ☛ No recent offer has been more abundantly remunerative in the quick gathering of actual dollars and cents.
- ☛ No grander or more capable men can be found than those free-thinking daring fellows, allied to our cause.
- ☛ No enthusiasm is so unlimited—No opportunity for success so large or promising as that of our managers.
- ☛ No thrilling oration can arouse the feelings or make the blood tingle as can the simple story of Oxypathy.
- ☛ No regrets will be more painful than those felt by the men who reply to this ad but cannot qualify.
- ☛ No better way for you to do than to write or wire for a personal interview—it's up to *you*.

THE OXYPATHOR COMPANY

General Offices and American Factory, 200 PEARL ST., BUFFALO, N. Y., U. S. A.

Branches in the leading cities of the world

Speculation vs. Investment

TO buy a field of wheat, standing, is much more precarious than the purchase of wheat by the bushel, after it has been threshed and separated from the chaff and straw.

Yet, nearly every advertiser buys his space in this manner—paying a fixed price for straw, chaff, and grain, and not knowing the proportion of each.

Neither advertiser nor publisher (in the main) recognizes the vital necessity for measuring "circulation good-will," which is that portion of circulation that presents a potential receptivity, in mind and purse, to the commodity under consideration.

The time is near when every advertiser will insist on having every publisher demonstrate, rather than his "circulation," his "circulation good-will,"

—as **COLLIER'S** does

COLLIER'S publishes a circulation analysis, by states, buying centers, and occupations of readers—an analysis which will be demonstrated, upon request, to any advertiser, or agent, or prospective advertiser,

—an analysis that shows you, *absolutely*, that part of **COLLIER'S** audience which *can* be interested in your proposition and that portion which *cannot*,

—which places the selling of space on a *business basis*.

E. L. Patterson.

Manager Advertising Department



Collier's

THE NATIONAL WEEKLY

416 WEST 13TH ST., NEW YORK

SMOOTHING THE WAY TO THE PROSPECT

USING ALL MEDIUMS AT HAND TO CULTIVATE SENTIMENT IN THE CONSERVATIVE SECURITY INVESTMENT FIELD AND SECURE AN INTRODUCTION FOR THE SALESMAN—PLACE OF LETTERS AND BOOK-LETS

By John Nickerson, Jr.,
Of John Nickerson, Jr., Investment
Securities, St. Louis

It has often occurred to me that both the advertising men and the bond and banking men have not given sufficient time to an exchange of views concerning financial publicity.

Our house has persistently employed the daily newspapers, the street cars and circulars. We have attempted to appeal in this work to the various class of people whom we could interest in high-grade bond investments.

We have used in the St. Louis newspapers three different series; in each series about thirty-five different kinds of copy.

The first series was called "The Bond Educational" series; the second, "The Buying Bonds on Installment" series; the third, "A Modern Bond House" series.

These series, in conjunction with our bond offerings, I found, in a general way, effective.

In the street cars I have used with success the newly patented idea of detachable postcards displayed on the regular street-car card.

Our circular work has, I believe, been extremely valuable to us. We have used these articles in series. We have attempted to write our circulars in this series to appeal to the class of people to whom we mailed.

For instance, our "Bond Installment" series, we mailed to people of moderate means. Another class of the series to appeal to bankers and the third class of the series to appeal to the business man of affairs.

As a further part of our mail-order campaign, we have a little pamphlet called "The Plan of

Buying Bonds on Installments," which shows with painstaking clearness how the small investor is enabled to place his funds in securities recognized as stable and sound.

Still another feature, and one that we have found particularly valuable to us, is the series of "Monographs on Fundamental Conditions." These are fourteen circular letters sent to prospective customers. They deal, as indicated by the title, with the factors constituting the underlying conditions of investment security. Each letter takes up one of the several factors and explains it briefly and clearly. Coming to the prospective customer, as they do, a few days apart, they make each point clear and distinct. When he has received them all and read them, he has a fairly complete and sound, if not extensive, notion of investment conditions, and a method of gauging them.

There is no mention in this series of selling, but it has formed a valuable introduction to our salesmen, enabling them to discuss the different elements referred to and so lead up eventually to the subject of investment.

We have not used, therefore, nor have we expected, our advertising to be our sole salesmen, but have used it only in conjunction with our selling force.

AMERICANS TO PUBLISH DAILY PAPER IN SHANGHAI

Announcement has been made in this country of the appearance in Shanghai of *The China Press*, a daily paper, published by the China National Press, Incorporated.

Thomas F. Millard, the editor, says: "Promoters of the enterprise have acted on the assumption that Shanghai has become a modern city, and that it will be a focus of the wonderful development just beginning in the Far East."

Mr. Millard received his newspaper training in St. Louis, and during the Boxer uprising in China was a special correspondent in China for *Scribner's Magazine* and several New York and London dailies.

William P. Banning, who has in times past been a contributor to *PRINTERS' INK*, is the advertising manager of the new paper.

Put Your Advertising Department on an "Efficiency Basis"

Every advertising man is interested in the "efficiency" movement, and has been wondering how it can be applied to his department.

Here's how—

We have just issued an illustrated book of 40 pages, entitled,

"The Efficient Advertising Department and its Systems"

It describes many new plans for keeping track of things in an advertising department—a digest of the best "standard Practice" in the best advertising offices. It outlines definite systems for keeping track of drawings, cuts, catalogs, mailing lists, records of expenditures, records of specifications, printed matter, follow-ups, circularizing, inquiries, etc.

We wish to put a copy of this book in the hands of every advertising manager in the country. Free on request. It may make you want to buy some of our record filing equipment—that's our object. But you can get dozens of good tips from the book for use with the systems you have. By all means get it. Write today.

YAWMAN AND ERBE MFG. CO.

444 St. Paul St., Rochester, N. Y.
Branches and Agencies Everywhere.

SETTING A LAWYER TO SELL A LAWYER

The West Publishing Company, St. Paul, one of the largest makers of law books in the country, has just closed its annual summer school of salesmanship for its traveling representatives. The men have been called in to the home office in lots of six or eight and instructed and entertained for a week.

Says F. G. Stutz, advertising manager for the company, "The 'drummer' is a thing of the past, and his successor, the traveling salesman, would hardly be recognized as belonging to the same general species. In these days a house which would hand its prospective salesman a sample case and a price list and send him out to get orders would be simply inviting involuntary bankruptcy."

The West Publishing Company employs none but lawyers on its sales force. These men get a hearing where a man less well educated would be unable to explain the merits of the work he was trying to sell. This company boasts that its representatives can go into a lawyer's office and brief his case and teach him how to look up the law in a more thorough manner than the majority of practising lawyers.

The concern sells law books to the consumer, the practising lawyer, and as the average young lawyer has little training in how to find the law he wants, the firm lays large emphasis on its schools of instruction. All salesmen, when first employed, are given a thorough course in finding the law and in salesmanship before going on the road. In addition to this the annual summer course is held. The latter is regarded by the management as having a very influential part in the acquirement of dividends.

PLESCHINGER WITH "MONITOR"

Martin Pleschinger, one of the best-known advertising men in New England, has become associated with the advertising staff of the *Christian Science Monitor*.

A. A. C. A. EDUCATIONAL COMMITTEE

President Coleman has announced in *The Voice*, the official organ of the A. A. C. A., the appointment of the following Educational Committee. Many of the old committee have been re-appointed, including Herbert S. Houston, as chairman.

Herbert S. Houston, chairman, 120 E. 16th street, New York, N. Y.

George French, vice chairman, 6 Beacon street, Boston.

R. E. Sunderland, care Sunderland Bros., Omaha.

E. St. Elmo Lewis, 109 Pingree avenue, Detroit.

R. T. Carver, care the Cramer-Krasselt Co., Milwaukee.

Mac Martin, 1020 Security Bank Bldg., Minneapolis.

W. W. Hudson, care The Waverley Company, Indianapolis.

O. R. McDonald, care Mitchell Advertising Agency, Des Moines, Ia.

A. L. Shuman, care Fort Worth Star Telegram, Fort Worth, Tex.

W. H. Ingersoll, 313 Fourth avenue, New York.

Wm. Taylor, care Scott Braden Company, Oklahoma City, Okla.

Dr. F. A. Wynne, care Crockett Agency, Dallas, Tex.

John I. Romer, care PRINTERS' INK, New York.

Stanley Clague, Clague-Painter-Jones Company, Chicago.

Gerald B. Wadsworth, 31 East 22nd street, New York.

Rev. Geo. W. Anderson, 3008 Lucas avenue, St. Louis.

St. Elmo Massengale, Massengale Advertising Agency, Atlanta, Ga.

Wm. C. Freeman, 203 Broadway, New York.

Frederick W. Aldred, care B. H. Gladding Dry Goods Company, Providence, R. I.

Edward F. Trefz, 1620 Steger Building, Chicago.

David N. Mosessohn, care Jewish Tribune, Portland, Ore.

HEAD FOR BUSINESS

"You urged the school committee to get a pretty school teacher from the town. What difference does it make to a grandpa like you?"

Druggist: "Well, you see, since the pretty teacher arrived all the big boys began sneaking down here to buy hair oil, sweet scented soap and perfume by the wholesale."—*Handshake, Genuine Bangor Slate Co.*

SHOW WINDOWS AND MUSIC

The world's record for long distance piano playing is claimed by Guy Wheeler, who states that on a recent occasion he played a piano continuously for thirty-seven hours and ten minutes without a stop. Mr. Wheeler makes a specialty of playing in the windows of piano stores as a means of attracting attention to special events.—*Music Trade Review.*

EXACT KNOWLEDGE

has a value far superior to guesswork or prejudice. This is especially true when it becomes the basis of advertising campaigns involving large investments of money.

"WHAT FARMERS USE IN THE NORTHWEST" is the title of a book of Exact Information, filled with **A QUARTER OF A MILLION STATISTICAL FACTS**

gathered by The Northwestern Agriculturist of Minneapolis.

This progressive farm weekly published in its editorial columns 72 questions asking farmers, not only what makes and kinds of farm machinery they were using, but what clothes they wore, watches they carried, foods they ate, things they had in their homes, etc. Answers came from 3,456 farms—typical of the Northwestern Agriculturist's 100,000 farm families. The statistics are tabulated and digested. The information they convey is enlightening, and in many cases astounding.

For example, more than half the Northwestern farmers carry Elgin watches, one out of every forty-four owns an automobile, forty-five per cent have telephones; pianos have more than doubled in farm homes in seven years.

THIS APPLIES TO THE NORTHWEST

the field covered by

THE NORTHWESTERN AGRICULTURIST,
the most progressive and alive Farm Weekly in America.

"WHAT FARMERS USE" (Copyrighted)

Price of book } Paper bound, \$1.00
 } Leather bound, \$1.50

256 pages; vest pocket size; thin paper

We invite correspondence. (Mention Printers' Ink)

ADDRESS:

P. V. Collins Publishing Company

P. V. COLLINS, *President*

519-25 Seventh Street, South, MINNEAPOLIS, MINNESOTA
904 Tribune Building, CHICAGO, ILL.

GETTING A GRIP ON CONSTRUCTIVE IMAGINATION

THE ONE GREAT TOOL OF ALL GREAT WORKERS MUST BE GRASPED AND USED TO MAKE ADVERTISING SUCCESSFUL—STATISTICS SHOW THAT WOMEN BUY NINE-TENTHS OF ALL MERCHANDISE, AND ARE REACHED MOST QUICKLY THROUGH IMAGINATION—THOUGHTS GATHERED FROM A CONVENTION ADDRESS

By Joseph H. Appel,

Director of Publicity of the John Wanamaker Stores.

Constructive imagination is the force that builds up—that creates. It is, therefore, the greatest force in the world.

Destructive imagination tears down what is created by constructive imagination.

Both are perhaps the same force, only differently applied.

We have an analogy in nature. Electricity properly applied and harnessed gives us the telegraph, the cable, the wireless, the trolley car—all constructive. The same electricity improperly applied or unharnessed in the form of the lightning bolt maims and kills and brings havoc and destruction. So it is important to lay stress on the word *constructive* when applied to imagination, and it is important that this great force, imagination, be properly used in advertising.

Creation is the one great work of the world.

Creation is impossible without imagination. Vision of the ideal comes before creation of the actual. Imagination must come before creation.

The architect has the vision of the great sky-scraper before he begins to create even the plans—long before the builder commences to erect the structure.

The advertiser and the business man must be an architect, a sculptor, a painter, a dramatist, a poet, a novelist, an actor, an artist—all rolled into one, poor mortal.

Imagination is the great archi-

tect, the great builder, and it builds with material things, from things we know, or assume to know. And our knowledge of things comes only from that which our eyes, our ears, our taste, our touch, and our sense of smell tell us.

If our senses betray us as they will at times, and give us wrong facts, and the imagination builds with these, the result will be false.

Destructive imagination in advertising is not always the fault of the advertiser. The advertiser may be told a suit of clothes is all wool;—his fingers or eyes may not be well enough trained to discover the error—he will set his imagination at work and write an attracting advertisement, dwelling on the value of all-wool in clothing—its wear-resisting properties—its ability to hold its shape and color; and then when the customer buys, he will be deceived. The imagination that wrote the advertisement is the same as that which would produce the same advertisement about a suit of clothes that is all-wool, but the one is destructive in its results, because based on falsehood, the other constructive because based on truth.

Truth then is the basis of all constructive imagination, in retail or any other advertising.

Manufacturing itself calls for the highest imagination. Could a man take the dirty wool as it comes from the sheep's back and create the softest and loveliest of vicunas without imagination?

Could he take the rough cotton and without imagination change it into the filmiest of fabrics?

Could he take even the silk of the silk worm and create, without imagination a tissue so fine and sheer that yards and yards of it can be pushed at one time, through a wedding ring?

The retail business is largely built on imagination. Even the humblest storekeeper must picture in advance each day's business, each week's business, each year's business, before he lays in his stock.

He must imagine what sort of



NEW PLANT OF THE AMERICAN BANK NOTE COMPANY, NEW YORK

A Complete Printing Service *Planning, Designing, Writing, Printing,* *Engraving—All Under One Roof*



HEREVER you are this Service is within your easy reach.
 To it you can safely intrust the largest or the most
 exacting order for

Catalogs, Booklets, Folders, Letterheads,
Maps, Stock Certificates, or any other
form of Commercial Literature :: ::

— and upon the rich experience and the sound practical advice of
 its experts you can safely depend.

¶ *The American Bank Note Company*, with its splendid new plant
 and facilities offers you, wherever you are, expert advice as to
 the particular *kind* of Printed Matter you should employ to accom-
 plish any desired result. Effectiveness. Uniformity and Taste in
 that Printed Matter; and its Delivery to you on a Scheduled Date,
 at a Reasonable Price.

¶ A Service every experienced Buyer of Printing will welcome
 and upon which every inexperienced buyer may safely rely.

¶ A service made possible by the unparalleled Mechanical Equip-
 ment and the Organized Working Efficiency of every department
 of the *American Bank Note Company's* New Plant.

¶ You have merely to write, outlining the market to be reached,
 the facts and arguments to be carried,
 and the result to be accomplished, by
 your next piece of Printed Matter.

¶ We will advise, write, design and
 print as thoroughly, as promptly,
 and as effectively as we could if you
 were located in New York City.

American Bank
Note Company
New York City, N. Y.

goods the people will want, what sort of clothes they are going to wear, whether sleeves are to be long or short, waists high or low, whether hips are to be fashionable or not, whether blouses will have collars or cut low, whether hats will be large or small?

And he must pretty accurately forecast the quantity of each kind of goods that will sell or he will have too much or too little stock of the right kind.

Could fashions be forecasted without imagination?

Could the wants of the multitude be thus understood and supplied in advance, without imagination?

Could a man start with a clothing store that brought in but \$24.67 the first day and build it up into a business that has distributed much over one-half a billion dollars' worth of merchandise in fifty years, that has now the largest general trade in two great cities—could he have done this without imagination?

* * * *

Someone has said: "Write 100 lines of advertising that will make the reader think 100 more and you are getting your advertisement at half price." To make people think; to get them to form in their minds images of the goods (which is imagination); and to make them want the merchandise strongly enough to come and buy it, and then to have them satisfied when they do buy it—that is advertising and merchandising, too.

"STOP! LOOK! LISTEN!"

When we first read the sign it started cold chills up and down our backs as we imagined what would happen if we did not obey. Now the sign produces little sensation, for it is old, and we no longer even read it. And that is a hint to advertisers—even the best phrase and best advertisement becomes inefficient if it grows old.

Now how can we arouse the imagination of the reader?

The way to arouse the reader's imagination is by means of suggestion—and suggestion is also

a product of the imagination.

For a long time suggestion was confused with hypnotism. One writer on advertising even went so far as to say that advertisers must hypnotize the readers and thus get them to buy. Suggestion is very different from hypnotism. Hypnotism puts people to sleep and then causes them to act. Suggestion makes people get very wide awake—and action comes from a free and very much aroused mind and will.

Let us see how suggestion works.

Two boot blacks are standing on opposite sides of the street. One calls out to the passing crowd: "Get your shoes shined here." The other cries "Get your Sunday shine here."

The latter suggestion is filled with imagination. It tells people that to-morrow is Sunday. It suggests that they dress better on Sunday. It makes them imagine how they would look dressed in their Sunday clothes without their shoes shined. And what is the result? Lorin F. Deland says he studied in real life a case of these bootblacks, and the one who called out, "Get your Sunday shine" got twice the business of the other.

Heineman, a publisher in Europe, tells that noticing two peddlers of dolls, crying their wares side by side, he stopped to study the result. He was surprised to see the man with the poorest doll selling the most. He was doing it because he had named his doll after a famous woman reformer—by this means he caught the imagination of the passerby. Heineman decided to try an experiment. Going up to the other peddler he asked him to hold up two of his dolls together and call out. "Here y'are, get the Heavenly Twins." Sarah Grand's novel had just been published, everybody recognized the name—and within an hour, the second peddler had put the first out of business.

* * * *

Recent analysis shows that of the 100 billion dollars' worth of

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Furniture
and
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Desk

merchandise bought at retail annually in the United States, ninety per cent is bought by women.

I hope I will not be misunderstood when I say that woman is a creature of the imagination. I am paying her a compliment when I say this, for imagination comes from the feelings; feelings come from what we call the heart, and the heart type of mankind is the highest of all.

Advertising—like all appeals—reaches people only through four channels:

1. An appeal to the intellect—which reaches scholars and perhaps suffragettes.

2. A direct command to the will—which reaches slaves and weaklings.

3. An appeal to the physical senses—which reaches the physical type.

4. An appeal to the feelings—the heart—which reaches woman best of all.

Woman is the highest type of creation. She is reached, therefore, through her feelings—

which in turn are reached by arousing her imagination.

Through all history, the successful appeal to woman has been through woman's heart.

Shall the advertiser fly in the face of human experience and adopt "reason why" copy which is purely intellectual, or mandatory copy—the "do it now"—which is purely an appeal to the will? Or shall he mellow his announcements with a touch of the imagination and thus reach the heart of the people?

ANOTHER CONSOLIDATION

By consolidation, the *Women's Home Review* and the *Home Magazine* will hereafter be issued under the former title. In doing this the Columbian-Sterling Company is following out the policy disclosed by the merger of the *Columbian* and *Hampton's*. Instead of five publications, the company now has but three, the third being *Orff's Farm Review*, of St. Louis.

Chicago is to have a new daily newspaper. It is to be edited by and in the interests of the Merriam-Jones "progressive Republicans."

The Welcome Solicitor

among busy advertisers and agents is the one who has something to say and who says it briefly. But where even the briefest of space sellers would eventually wear out his welcome

The "Practical" Tickler Memo Desk Calendar

will always find ready ears. Through its use any publisher can place before advertisers and agents the facts about his publication—and do it economically.

Circulation—editorial features—information about the territory covered, etc., cannot be overlooked. A handsome metal base, first class printing, and general utility make this certain. And do not forget that so practical a gift as this creates a favorable impression for the publisher—often half the

Furnished in nickel, brass, or silver, or special finishes. Good paper—good printing.

battle. Write us for prices and suggestions. "Practical" Tickler Memo Desk Calendars are sold only to one paper in each city or field.

L. F. MULLIN, Advertising Specialist

Successor to TUKE & MULLIN

226 ABBOTT STREET

DETROIT, MICHIGAN

THE PERSONALITY BEHIND TRADE PAPERS

ADVERTISERS FIND TRADE PAPERS HAVE MOST POWER WHEN BACKED UP BY A PERSONALITY ACTIVE FOR THE GOOD OF THE INDUSTRY—THE TRADE PAPER PUBLISHER, TO MAKE GOOD FOR HIMSELF AND HIS INDUSTRY, MUST BE REALLY USEFUL IN WATCHING THE INDUSTRY AS A WHOLE

By Wesley A. Stanger,

Editor, *The Office-Outletter*, Chicago.

To attain the highest success for his advertisers, the publisher of a trade paper should be an active man. The day of personality in daily papers is passed to some extent, yet it is a fact that the dailies having the largest circulations and producing the greatest results have several personalities around which they build their success. These same papers are known to be owned, managed or the policy decided by one man, and while the public may know but little of the man himself, the fact of his personality has a great bearing on relative success. The mere fact that people do not read daily papers because of the editorial writings of famous men does not prove that personality does not play its part.

With the trade paper the question of personality is more potent than with any other kind of publication, and because this is true it is therefore more evident that the publisher should be active and exert that personality to the best possible advantage, serving the interests of his readers and advertisers and not using his ability to merely selfish ends.

Just as in a daily paper, personality in a trade paper must not be confined to one person or one feature but must be divided in a way that will cover the greatest area of thought and action with the maximum result.

Trade paper publishers have borne a very important relation to the success of manufacturers, jobbers and retailers in all lines. The trade paper is essentially the organizer of thought, action and

accomplishment in its field—or else it is nothing. The notable successes in trade papers have all been along the line of personal accomplishment for the trade at large, fostered and built up by dignifying the particular industry represented, organizing it or leading its thought and producing a means of interchange of ideas, that has enabled men to see the possibilities of the industry, where otherwise they might have missed waiting opportunities.

From the advertiser's standpoint, the trade paper that should appeal the strongest is the paper that is really accomplishing things. The staid old paper with the following, prestige and reputation is a mighty good thing. It is like an old mercantile house which can carry "Founded in 1837" on its letterhead, but even with its reputation, remarkable past and prestige, it may not be doing the things that the young house started five years ago is accomplishing daily. The volume of business of the old house may be greater than the newer one, but the newer house is getting the business and is educating the trade to the newer ideas.

The advertiser wants results. He wants to place his advertisement where it will get him the greatest results, and he knows that the old-established trade paper has the standing and prestige that is likely to assure him of getting into a medium that the other fellows are in and have been in for many years.

However, let a younger paper with an aggressive management break into the field, and if the publishers are sincere in their work, have faith to carry it through, are financially well backed and put their time, energy and attention into building up their own business and at the same time do whatever they can for the trade in general, it will soon be found that the readers who have been taking the old paper for years and years will still continue to take it, but will fail to tear off the wrapper. With the aggressive paper doing things, they are actually on the *qui vive*

Some Interesting Census Figures

A bulletin issued by the Bureau of the Census gives the following statistics showing the number of cities and other incorporated places having 2,500 inhabitants or more, according to the 1910 population figures.

THERE ARE IN THE UNITED STATES:

3 places having a population of 1,000,000 or more.				
5	"	"	"	500,000 to 1,000,000
11	"	"	"	250,000 to 500,000
31	"	"	"	100,000 to 250,000
59	"	"	"	50,000 to 100,000
120	"	"	"	25,000 to 50,000
374	"	"	"	10,000 to 25,000
629	"	"	"	5,000 to 10,000
<u>1,173</u>	"	"	"	<u>2,500 to 5,000</u>

2,405 places having a population of 2,500 or more

Compare these figures with the fact that there are more than

7,000 places on the paid subscription list of

IRON AGE HARDWARE

and the remarkable thoroughness of IRON AGE-HARDWARE'S circulation is instantly apparent.

"The one necessary paper for the progressive hardware merchant"
Circulation 17,000 or more each week

239 West 39th Street, New York

to find out what has been done since the last issue. The active paper is the one that pays the advertiser best to use.

For these reasons, the publisher of a trade paper must be an active man. He must have an active force. An active force does not consist in a number of men running around the country with no objective except to call on trade and keep it "jollied up." An active force consists in the carrying out of a well-defined policy, which is sufficiently flexible to be amenable to changes in condition, yet rigid enough to take a stand when a stand is necessary. It must be handled by men who *do things* and who are ready to take up whatever looks as though it were an advantage to the trade and *try*, at least, to carry it through to a successful ending.

A trade paper publisher, to serve the highest and best interests of his trade, must direct thought and help action. He must take up and *do things* for the people in his line regardless of their advertising or lack of it.

The big dailies take up questions of public policy for all of the people and often fly right in the face of what appears to be their business interests. They will follow lines of thought that are plainly for the benefit of readers and non-readers and may be diametrically opposed to their own business interests—yet it is a matter of business history that the papers which do these things are invariably the ones that get the most business, the highest rates, the biggest circulation.

The publisher who tries to *lead* his trade is likely to find a rough and rugged road beset by many difficulties. When a publisher tries to get in that class he is overdoing the idea of helpfulness. He should *direct* thought, and he is perhaps in a better position to do it than the advertisers he represents or the subscribers he serves because he can get a clear view from all sides, while an individual in the trade would necessarily be handicapped and prejudiced by his own interests.

On the other hand, people in any line of business usually view the aggressiveness of another fellow in the same line with distrust. They know that he is a good fellow, that he is really interested in the uplift of the trade as a whole, yet there is always the suspicion that he has a personal end to be gained, and often they are right.

The publisher of the trade paper has a broad field to cover. He has many things which he must do. To represent any he must represent as many as possible. He must act with the majority, and if there is no majority he must bend his energies toward producing one. He has, or should have, no personal axes to grind, and only as he serves the greatest number does he serve himself best. His personal interest is in the industry, for in the industry as a whole lies his success. When he undertakes any movement in its behalf he also undertakes it in his own behalf, and manufacturers or retailers or both always look to the trade paper publisher as the neutral man, as he should be. His endeavors along specific lines must be broad in nature and when undertaken must be for the general good of the cause.

When an advertiser in any field finds a trade paper publisher who occupies this position he has found a great asset. When he finds a publisher who is not afraid to tackle problems in behalf of the trade he serves the advertiser has found a force that means dollars for him. When he finds a trade paper that builds around known personalities and makes those personalities so strong in the field that every movement is in plain sight, he has found a safe proposition. A man in public life or a trade paper doing business openly and with the searchlight of publicity thrown on its acts is a safe proposition, safer at least than the trade paper which follows hard-and-fast lines of conservatism.

When a publisher is sincere in his desire to serve the greatest good of the greatest number, there is no problem that he should

See what Scientific Management does when applied to your business correspondence:

YOUR PRESENT SYSTEM

When you come down to your office you read through your mail, ring for a stenographer and dictate your correspondence, reading through each letter again as you reply to it.

Several superfluous operations, already—regardless of the fact that you may have had to wait for your stenographer, or that you may have taken her away from someone else dictating correspondence as important as your own; to say nothing of your dictating speed being absolutely limited by her speed limit in shorthand. Also disregarding interruptions, and requests for you to repeat part of what you have dictated.

The stenographer takes her notes back to her machine, and typewrites them—at the rate of about 27 words a minute. Then the letters are returned to you to be read through for corrections and signature. How many superfluous operations?

THE EDISON SYSTEM

When you arrive at your office you slip a freshly shaved cylinder on to your

Edison Business Phonograph

pick up your mail and dictate the reply to each letter on the first reading (one extra motion eliminated). You do not ring for a stenographer (two). No stenographer keeps you waiting (three). You do not interfere with anyone's else dictation (four). There is no speed limit—you dictate at any speed you wish, up to 200 words a minute or even faster (five). No interruptions or requests for repetitions (six).

The typewriter operator does not leave her machine (seven). She does not take your dictation in shorthand (eight). She does not have shorthand notes to read (nine). She spends her whole time at the machine, producing. She writes what she hears—a single operation—at a rate of from 40 to 45 words a minute—and so correctly that no revision is necessary (ten).

RESULT—100 per cent gained in efficiency—50 per cent reduction in correspondence cost. Let the Edison dealer near you demonstrate this on your own work in your own office—or write us for full particulars.

THOMAS A. EDISON, Inc., 211 Lakeside Ave., Orange, N. J.

Towers of Strength

Each local daily paper is, in its field, a tower of strength.

Each paper is close to the hearts of the people. Its columns record their marriages, their merrymakings, their births and deaths, their griefs and joys.

New England's Local Dailies

circulate almost wholly within trading distance of the city of publication.

They are markedly effective in producing Consumer-Demand. And *in sufficient quantity* to arouse the Dealer to the buying-pitch.

TEN GOOD PAPERS IN TEN GOOD CITIES:

<i>Burlington, Vt., Free Press</i>	<i>Portland, Me., Express</i>
<i>Lynn, Mass., Item</i>	<i>Springfield, Mass., Union</i>
<i>Salem, Mass., News</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford</i> <small>Standard and Mercury</small>	<i>Meriden, Ct., Record</i>
<i>Worcester, Mass., Gazette</i>	<i>Waterbury, Ct., Republican</i>

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hesitate to tackle. He should take hold with the idea of raising the standard of his trade or bringing about a reform or uplift among those who patronize him or who could patronize him. The active publisher is the man who really produces the best results for his advertisers.

RECENT INCORPORATIONS

The Saturday Magazine Company, New York. Printing and publishing; capital, \$50,000. Incorporators: C. MacCullagh, H. J. Parker, H. D. Patton, New York City.

The University Society, Inc., Yonkers, N. Y. Printing and publishing; capital, \$100,000. Incorporators: G. J. Bryant, L. S. Bryan, New York City; D. S. Masley, Jr., Brooklyn.

Peoria Press Publishing Co., \$10,000, Peoria, Me.

L. Kehlmann Company, Manhattan. Printing and publishing, etc.; capital, \$100,000. Incorporators: Leopold Kehlmann, 20 East Forty-third street, Chas. Kehlmann, 202 Centre street, Harry Kehlmann, 202 Centre street, all of New York City.

Advertisers' Special Service Corporation, New York. General advertising, publishing and publicity business; capital, \$200,000. Incorporators: Wm. A. Johnston, 136 West Forty-fourth street, New York City; Joseph F. Boylan, 414 West Forty-eighth street, New York City; Wm. Schultes, 761 Vanduzer street, Stapleton, S. I.

Crescent Advertising Company, Borough of Queens. Real estate; capital, \$200,000. Incorporators: A. F. Leach, New York City; H. E. Perrirol, J. H. Styles, Long Island City.

Shoppers' Reserve Fund System, Decatur, Ill. Advertising; capital, \$50,000. Incorporators: H. W. Bell, H. E. Davis, J. E. Davis.

California Street-Indicator and Advertising Company. Capital, \$100,000; subscribed, \$125; directors, E. L. Schupp, H. C. Bradley, E. A. Bradley, F. I. Fitzgerald, E. L. Havens.

Evangelical Publishing Company, New York; publish magazines, newspapers, etc. Capital \$10,000. Incorporators: Andrew Stevenson, 19 South La Salle street, Chicago, Ill.; Arthur B. Graham, 210 West Ninety-seventh street, New York City; Archibald Ewing Stevenson, 128 East Thirty-fourth street, New York City.

Human Life Incorporated, Mamaroneck, N. Y.; publish books, magazines, etc. Capital \$10,000. Incorporators: Clarence M. Harding, Bank street, Flushing, L. I.; James H. Merriam, 90 Lexington avenue, New York City; Albert C. Travis, 603 West 111th street, New York City.

The St. Dunstan Guild Company, of Akron, O.; publishers and booksellers. Capital \$10,000. H. E. Andress, G. E. Wagner, G. B. Motz, Minnie Regle and Ruth I. Moore.

The Largest Circulation

—the Best Newspaper

Of New Haven's five dailies, the REGISTER at Two Cents a copy has the Largest Circulation.

So much greater results are obtained from space in the REGISTER that it carries

More Display advertising.

More Classified advertising.

More Local advertising.

More Foreign advertising.

than any other New Haven Daily.

New Haven (Conn.) Register

JULIUS MATHEWS, Representative.

COMPLETE NEWSPAPER EQUIPMENT FOR SALE

Six modern Linotypes, a Goss 24-page press in good condition, a two-table stereotyping outfit, and an abundant supply of ad type, galleys, tables, reporters' desks, etc. Subject to private sale at very advantageous terms up to Sept. 28. Otherwise sold that day at public sale.

Charles P. Outhwaite, Receiver
The Columbus News
Columbus, Ohio

The Chicago Record - Herald

In July, 1911, carried more advertising than during any previous July in its history, surpassing last year's record by

A Gain of 225 Columns

Here are the July advertising figures for all of the Chicago morning papers:

Record-Herald 225 Columns Gain
Chicago Tribune 91 Columns Loss
Chicago Examiner... 146 Columns Gain
Inter Ocean 42 Columns Gain

These comparisons are made from statements prepared by the Washington Press, an independent audit company.

During the first seven months of 1911 The Record-Herald showed a gain of 1,430 columns in the amount of advertising carried over the corresponding period last year. This is a larger gain than that of all the other morning papers combined.

SWORN NET PAID CIRCULATION

From Jan. 1, 1911, to July 31, 1911:

Daily Average, Exceeding..... 200,000

Sunday Average, Exceeding.... 214,000

The Association of American Advertisers has recently examined and certified to the circulation of

The Chicago Record - Herald

New York Office, Times Building

A Productive Oil and Gas Field for Advertisers

FIVE thousand oil and gas men subscribe to THE OIL AND GAS JOURNAL for the real news and other valuable information it contains for them. They've got money, too.

It covers the entire oil and gas field weekly. Employs no subscription dodges. Accepts legitimate advertising only.

Drill into this rich field now by securing rates and more information to-day.

The Oil and Gas Journal

St. Louis, Mo.

PACE-MAKING THE SALES

THE VALUE OF THE QUOTA IN SALES WORK—HOW A STANDARD TAKES MEN HUSTLE—THE WAY LARGE ORGANIZATIONS FIGURE SALES QUOTAS

By S. Roland Hall.

To one who knows very little about horses, it seems odd that a trained trotter will clip off a number of extra seconds from the mile if paced by a faster horse.

Yet the same thing works out with men. When paced by three or four of his fellows, the trained athlete will do his mile in faster time than he could do it alone. The athlete's muscles are as good when running alone as when running with others. What is the secret? Just this—the pace is an incentive.

This principle works out as markedly in work that is mainly mental as it does in work that is mainly muscular.

Some employers of salesmen are willing to send men out, saying, in effect: "Go ahead, boys: I have confidence in you and I am not going to impose any requirements. I believe you will get all the business that can be had without any set tasks, ginger talk or coaching from me."

Will they get it? Maybe but most likely they won't. It isn't human nature. The exceptional man may do justice to himself without any spur, without any standard; but the average man is like the trotting horse or the foot-racer and needs a pace-maker if good results are expected from him month after month. Possibly man's inherent laziness has something to do with it. At any rate, the man without a fixed mark is likely to "get the business after a while"—next week, next month, or next season. The business world knows this type and knows all too well that expectations do not hatch out. A common expression in the want advertisement is—"must be one who can turn in actual orders, not promises."

An experiment has been made

over and over in retail stores that comes out just about as it did in a New York store. There were three sales girls at a counter. They were of average ability, neither conspicuously strong or noticeably weak. They thought they were overworked and had put in a request for an additional helper. The advertising manager of that store had been after the proprietor to try out a "quota and bonus" plan of compensation. The proprietor had objected at first that it was making employees partners, but the advertising man argued strongly for making an experiment in the case of these three girls. So, finally the management said to the trio: "We can stand four per cent selling expense in this section, but we can afford to pay you girls \$10 a week only if you sell regularly \$250 worth of goods. If you can't sell that much, we can't afford to keep you. If you can sell more than \$250 a week, we will give you the usual commission on all excess sales."

"Talk about being overworked," said the advertising manager later in describing the result, "they just pitched right in with a zeal that they had never before shown. All three increased their earnings. They became more contented, better dressed, better fed. They not only did not press their demand for an extra helper, but when we proposed to put another sales girl into their section, they fought like cats against it." The advertising manager is authority for the statement that the evils likely to arise under such a system were easily guarded against.

One of the best known sales managers tells, that in working out his quota in his banner days as a salesman, he regarded the first twelve days of his month as "expense days," and he took care to get enough business in those days to leave him free to work for his own profit the remainder of the month. If he could make expenses in ten days and steal two days from the remainder of the month to add to "his days,"

Concentration of Circulation Moves Merchandise!

In Worcester, Mass., the largest city in the state outside of Boston, the **EVENING GAZETTE** has 90% of its circulation. Nearly every copy tells on Worcester trade.

The **GAZETTE** gives RESULTS. That is why it carries the MOST display advertising of any Worcester daily!

Worcester (Mass.) Gazette

JULIUS MATHEWS, Representative.

Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

Almanacs

Booklets

Catalogs

Circulars

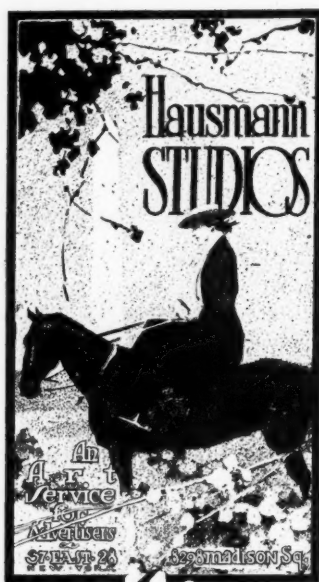
IN

Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

Get into communication with
our nearest plant



Bound Volumes for 1911

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 vols. for year, \$8.

Printers' Ink

he was mightily pleased. When expenses were made, the rest of the month was profit period, and this salesman worked with all his might to make it bring his own bank account a big return.

Sales effort is something that cannot be allowed to lag along in an easygoing, take-it-as-you-find-it fashion. It needs spur. But mere "ginger talk" is not enough to keep up the proper standard. Real sales management gives the man in the field something more scientific. Therefore, a cash register company carefully figures out the number of merchants in all its sections of territory, and with that data is able to tell sales managers just how many sales their territory ought to produce. It has learned that proper sales effort will produce one point a month (a point with that concern is \$25 in sales) from each thirty merchants. It establishes a Hundred Point Club, an organization of the "top-notchers" among the salesmen that affords members honors and privileges; the salesman becomes a member when he makes his hundred points in each period and the first man to make his full year's quota becomes president—an unusual honor.

An adding machine company carefully lists all the various kinds of business concerns in each section of its territory that could possibly make use of an adding machine, and thus is able to decide what quota any territory should have. It can say to its men, when they make poor records: "No, gentlemen, the trouble is not with the territory, for the figures show that the business is there to be had. It's the man, not the territory."

A large correspondence school has found that its salesmen, by proper effort, can get a certain number of enrollments a month and make a certain percentage of collections on installment accounts. That this is true is shown by the experience of hundreds of men, and it cannot be gainsaid. Therefore, this quota is put before every man throughout each working period; and he

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knows that his superintendent expects him to "qualify." If the salesman does qualify for a fixed number of months, there is a Record Breakers' Association into which he enters and enjoys advantages, pecuniary and otherwise. This company has gone so far as to compute the number of calls made by its man, and the amount of first cash payment or collection taken each call. The total of calls divided into the total amount turned in for the month shows each man's "average value of call." No sermon has to be preached on the showing; all the superintendent has to do is to publish the list; it is as plain as a list of the batting averages in the big leagues.

A large office equipment manufacturer has had his salesmen working during 1911 on a quota that is just 20 per cent higher than the sales of 1910. This manufacturer finds that wherever his goods have been sold it becomes easier to sell more goods—that the goods themselves have a creative force—that he can ask his men to beat last year's record by 20 per cent and have them do it.

Quotas and bonuses are not useful alone in face-to-face selling. As has been pointed out by the writer in a previous article in PRINTERS' INK, there are concerns now that adopt this system in compensating their sales correspondents. They regard their sales correspondents as salesmen and see no reason why the quota and bonus system should not extend to them. In fact, the mail-order department of some businesses produces more sales than any single district of the field organization.

The comparative table idea is akin to the quota. If the figures show that last year we closed 40 per cent of our inquiries, we watch that record jealously to see that the average does not fall below 40 per cent, but goes up. Knowing that the 40 per cent is a possibility—because we did it last year—we put out an extra effort for 45 per cent; and if we

In Portland's Shopping-Zone is the great bulk of its circulation.

Though the EVENING EXPRESS has the Largest Circulation of any MAINE daily, it is NOT a scattered circulation.

Over eighty per cent goes, by carrier or by mail, to subscribers who trade in Portland.

Ask any Portland Merchant! Large or small! The satisfactory results obtained by the smaller stores are a tribute to the wonderful pulling power of ads in the

Portland, Me. Evening Express

JULIUS MATHEWS, Representative.

A Bold Lead Pencil for a "Live Wire" Man

Here is a pencil—the Blaisdell Paper Pencil No. 622—that helps a hustling pencil pusher chase work. It has the qualities that "Live Wire" men find necessary in fast business. It sharpens instantly by simply pulling a little strip of paper off the point. Break the paper between two perforations, pull, and the thing is done.

BLAISDELL Paper Pencils Nos. 622 & 624

are time savers and money makers. Their use is a practical business economy. They have large, soft, smooth-working leads of imported Bavarian Graphite and make plain, readable marks not easily erased. These are ideal pencils for memoranda, editorial work, checking and marginal notations. Ask for them.

For 10c we will send 3 Blaisdell Paper Pencils with extra thick, soft, black leads for checking purposes.

BLAISDELL PAPER PENCIL CO.
4513 Wayne Ave., Philadelphia, Pa.



don't make it, we come close to it. We watch the monthly figures closely, and if this September is not as good in percentage or in average amount of individual sales as last September we cast about to find the reason and make an extra effort to cover up.

"That man," said a manufacturer some time ago, pointing to one of his salesmen, "is our highest-salaried man and he sells \$250,000 worth of goods for us, but he really does not make as much money for us as B——, who does not go far above the \$100,000 mark." The manager was betraying a weakness of his organization. Working on a scientific quota basis, he would have arranged for light credit for those items that meant little profit to the concern and heavier credits for goods that the concern particularly wanted to sell. Then he would be sure that conditions would quickly adjust themselves. One well-known concern makes a regular practice of allowing half a point extra credit on the sale of certain goods that it wishes pushed or for orders turned in within a certain time. And the method works.

CONFLICTING FIGURES ON SECOND-CLASS MAIL

The investigation of second-class mail conditions by the Congressional Commission was resumed last week.

The government submitted more figures and statistics to prove that its first figures were substantially correct and that during the recent period of 1910-1911 there had been only a slight appreciable increase in the cost of carrying second-class matter, and this especially on the rural free delivery routes. The publishers have asserted that the average weight of mail carried by rural carriers could readily be increased from 25 pounds averaged at present to 200 pounds, inasmuch as the carrier is furnished a horse and wagon. They contend that if the postage on second-class mail matter were reduced the government would make nearly ten times as much as it now does without the expenditure of an additional cent.

The figures requested by the Commission, showing the comparative cost of handling newspapers and magazines, were not furnished by Postmaster-General Hitchcock on the opening day.

Third Assistant Postmaster-General Britt described some of the difficulties of administering the postal regulations.

He said that the second-class rate has to be denied to any publication which has not a legitimate list of subscribers, and that this point is particularly hard to determine. If, for instance, any copies of a magazine are distributed free, whether or not the publication is primarily for advertising, it has to be denied the cent a pound rate. Periodicals which give premiums to their subscribers have also to be excluded.

It was not an easy matter to determine what publications are primarily for advertising. A strict construction of the statute would exclude the greater part of the magazines and newspapers from the second-class privilege.

Justice Hughes requested him to make a draft of the statute as the department would like to have it.

The new table submitted by the department gave the figures based on twenty leading magazines and showed the weight of each carried in the mails each year, their revenue derived from each at present and as proposed, and also the proportionate amount of advertising and reading matter.

Another table showed the amount of increased second-class matter from year to year since 1879. The increase per annum under the two cents a pound rate, which obtained until 1882, was greater than that after the rate was cut in half.

James C. Cowles, the parcels post advocate, made a plea for a one-class postal system. Cowles defended magazine advertising as being helpful in spreading useful information and providing the post-office in the first class mail, which it stimulates, reimbursement for any loss in the second-class rate.

Express companies, he showed, are carrying newspapers from New York to Chicago, more than a thousand miles, at 50 cents for 100 pounds, and that of this the railways only get one-half, and that according to the English Post-American Express agreement eleven-pound parcels of British merchandise are carried from New York to San Francisco and delivered there for twenty-four cents. And Assistant Postmaster-General Britt has stated that the Post-office can perform the same service cheaper than any corporation.

He agreed with Postmaster-General Hitchcock that space rather than weight should be the basis of charge for railway mail carriage. This would insure to the Government the use of the cars to their full capacity.

Mr. McBride, the railway mail expert, said that of the nearly 67,000,000 sacks of second-class mail handled in a year, about 17,000,000 came from the publishers.

Lawyer Noble for the publishers said he would prove that the facts would not support this opinion.

H. B. Keen, formerly with the Manufacturers Publicity Corporation, and E. M. Davidson, formerly of PRINTERS' INK, are now Eastern representatives of the *Business and Bookkeeper*, Detroit.

"*The Christian Herald*, New York City, although a comparatively new publication, is already regarded with more than ordinary favor by advertisers. The annual subscription is \$1.50. In repeated instances customers have assured us that they have heard more from an advertisement in *The Christian Herald* than they have from any other paper. The publisher furnished the "American Newspaper Directory" with a satisfactory statement showing its average weekly circulation last year to be 44,163 copies."

—From PRINTERS' INK, issue of
Dec. 15, 1888.

23 Years Later

Since the publication of the above *The Christian Herald's* circulation has increased over 600% and its advertising has increased more than 1000%. To-day, for instance, they guarantee a minimum of 300,000 circulation. Such growth is positive proof that it is an even better advertising medium now than then. It is still true that advertisers frequently "hear more from an advertisement in *The Christian Herald* than they have from any other paper." As 86% of its readers annually renew their subscriptions—a condition not even approached by any other general periodical—it is natural to conclude that *The Christian Herald* to-day has an even more enthusiastic and responsive clientele than it was known to have 23 years ago.

LONG RANGE SHOTS IN FINANCIAL ADVERTISING

HOW A BIG NEW YORK FINANCIAL HOUSE SEEKS TO INFLUENCE POSSIBLE CUSTOMERS MANY YEARS HENCE—MEETING PROBLEMS SELDOM MET EXCEPT IN FINANCIAL OPERATIONS

By Horace Anderson,

Assistant Secretary, Title Guarantee and Trust Company, New York.

The advertising of the Title Guarantee and Trust Company is the result of the experiments of a quarter of a century.

Our advertising agent has referred to our organization as a "financial department store," and while this description may be entirely accurate, it fairly indicates the diverse advertising problems to be met.

Our main business is to examine titles for the general public or for the attorneys who represent them. The lending of money on mortgages naturally follows. In this branch of our business, our work is confined to the limits of Greater New York. The sale of mortgages and of mortgage certificates founded on mortgages, on the other hand, may bring us in touch with investors throughout the United States and the whole world.

Advertising to induce people to have their titles examined and guaranteed is a peculiar proposition. It is impossible to *create* a demand because no matter how attractive your advertising is, no one will go out and buy a house for the pure pleasure of having the title examined, nor is it possible to make borrowing money from us so attractive that a man will pay off the mortgage on his house and come in to us to borrow just to have the experience.

A man will buy something to eat

or something to wear because the advertising has made him want to try it, but buying a house or getting a mortgage is a thing that happens once or twice in a lifetime. The advertising must be of a kind that will so impress itself on the mind that perhaps ten or twenty years afterward, when the man really is ready to buy his house, he will have only one idea in mind, viz., to have his title searched by the Title Guarantee and Trust Company.

The advertisement headed "Tested Experience" is written to express that idea.

You will notice that the type—8 pt. "ad style"—in which this advertisement is set is easily readable, is compact, has a heavy face which helps dominate the page, and is just different enough from ordinary reading type to identify itself as belonging to us. It does belong to us exclusively, having been made for us, and is kept in stock at the office where our advertisements are set. So fast as the type wears out it is replaced by new. After the advertisement has been set and approved, mats are made and are sent to the different newspapers so that the advertisement appears in exactly the same form in every paper.

Except under unusual circumstances, no advertisement is ever repeated, it being a part of our unwritten contract with the general public that if they will take the trouble to read our advertisements, they will find something new every time.

In dealing with a subject like title insurance, which has no immediate interest to the reader, it is necessary that the advertisement be short. No one will bother to read very much unless he happens to be on the verge of a real estate deal, and this would not happen in the case of one person out of every ten thousand whose eyes

TESTED EXPERIENCE

Our equipment to-day represents the perfected experience of 26 years of title examination.

In the sifting out process that has taken place each year, only the safe and useful ideas have stood the test.

You have for your protection, when we examine your title, the accumulated experience of a very substantial portion of New York City's realty dealings.

TITLE GUARANTEE AND TRUST CO

Capital and Surplus, - \$14,000,000
176 Broadway, N. Y. 175 Nassau St., N. Y.
150 Fulton St., Jamaica, N. Y.
67 Jackson Ave., Long Island City

BUILT TO MAKE THE LAST-
ING IMPRESSION

Is "spotty distribution" one of your merchandizing troubles?

**Have you all the dealers—
and the right kind of dealers—
that you want?**

We have a tested and practical method, which has proved a winner wherever adopted—and which does not involve any expenditure whatever until its success has been demonstrated.

It insures thorough distribution in new territory, strengthens it in weak territory, and paves the way for profitable advertising, everywhere, without waste.

This method is worthy of intelligent investigation, and will be submitted in detail to responsible concerns upon request.

During 37 years' experience we have placed profitably over \$50,000,000 worth of advertising for many of the largest American advertisers.

We have their confidence—why not yours?

Write, wire or call.

NELSON CHESMAN & CO.

Complete Agency Organizations at

ST. LOUIS
Publicity Building
CHICAGO
Trude Building

NEW YORK
225 Fifth Avenue
CHATTANOOGA
Times Building

Ask any publisher anywhere

might catch our advertisement.

No one will hunt up an advertisement of a business that he may not need for years. It must be placed in the position where it catches the eye of its own accord.

We accordingly buy the very best space that each newspaper has to sell, our preference being for what is known as "top surrounded" or "top next" reading matter.

The advertising of the financial side of our business has required the greatest care. While banking is not our main business, yet we have one of the largest banks in New York City. Bank advertising must be dignified and of a kind to inspire confidence and yet, somehow, some human interest must be infused into it, or it is so much money thrown

away. We will recur to his mind when he is ready at some future date to consider the serious things of life.

There are those who say that advertisements should be written quickly, offhand and without study,

of talk that one person would use in talking carelessly to any other. We do not believe in that kind of advertising here. Of course it often happens that a good advertisement will be written quickly and can be used with little or no change, but this usually happens where the writer has been thinking

on the subject and turning it over in his own mind and modeling the different phrases in advance, so that when the time comes to write them down, they come readily and easily.

Of course, the experienced writer of copy can come nearer to saying the first time what he wants than the novice can, and in constant re-writing it is possible to lose the original freshness in the point of view and to use language which is stilted and more or less expressionless. As a rule, however, very few of our advertisements are put out until they have been re-written some five or six times, and it quite frequently happens that almost nothing of the original advertisement remains.

Our national advertising for the sale of our certificates has been a hard problem. Our certificates pay $4\frac{1}{2}$ per cent but the payment of principal and interest is guar-

YOUR DEPOSIT ACCOUNT

Choose as a bank of deposit one that earns and saves money—year in and year out—conservatively and without speculation.

During the past six years we have added to our surplus from our earnings \$5,000,000. Our officers will be glad to talk with you about your deposit account.

TITLE GUARANTEE AND TRUST CO

Capital . . . \$ 4,375,000
Surplus (all earned) 10,625,000
175 Broadway, N. Y. 175 Remsen St., Bklyn.
350 Fulton St., Jamaica.

WHERE DIGNITY CARRIES
ALSO HUMAN INTEREST

DAY AFTER TO-MORROW

Some people live only for to-day some wiser ones provide also for to-morrow—but the thoughtful man is the one that is saving for the "day after to-morrow." A little money in a bureau drawer is a good thing, a little more in the bank is a better thing—but a definite compelling saving plan that saves \$10 a month or more is the very best. It is this we have to offer you and your money earns $4\frac{1}{4}\%$ from the day that we get it. The security is guaranteed first mortgages on New York City real estate—the safest thing there is.

Send postal or coupon below for our free booklet **THE SAFE WAY TO SAVE**. The plan is worth knowing about even if you do not care to use it.

TITLE GUARANTEE AND TRUST CO

175 Broadway, New York
Please send "The Safe Way to Save,"
advertised in The Evening Post (V), to
Name.....

Address.....
175 Remsen St., Bklyn. / Capital & Surplus
350 Fulton St., Jamaica / \$12,000,000

DESIGNED TO PROMOTE
SAVING

Trust business is another class of business in which the advertiser must look to the far future. Perhaps a timely advertisement may induce one or two men to take up the question of drawing their wills at once, but our best hope with the average man is that the story may make enough of an impression so that

anteed. Here in New York, where people are educated financially and where we are well known, the certificates are sold readily and easily. Throughout the country, however, our advertisements have had to compete with investments claiming to pay from six to ten percent. Those who are advertising less-secure investments have felt free to say about them just as good things as we could say about ours, and, to a certain extent, the advertisements all look alike to the inexperienced investor.

Our certificates had to deal with the saving proposition and we endeavor to impress the general public with the necessity for saving. The advertisement headed "Day After To-Morrow" always seemed to me one of the best that we ever published in this line although, frankly, the results from it were not as good as from some others. It is almost impossible to tell in advance what will be a successful advertisement. The only rule seems to be to try to put yourself in the position of the individual who will use your goods and answer the questions that he would like to have answered.

A PERTINENT PROPOSAL

NEW YORK, Aug. 30, 1911.
Editor of PRINTERS' INK:

I would put a few dollars into a common fund to have that article by Waldo P. Warren, "Wasting 40 per cent of an Agency's Help," in PRINTERS' INK of August 24, nicely printed and sent to a good-sized list of general advertisers, with a note something like this:

THIS IS FOR YOU. IT WILL HURT YOU, BUT IT WILL DO YOU GOOD.

Very truly yours,

JOS. A. RICHARDS.

LAUNDRYMEN ENLARGING FIELD

Members of the National Laundrymen's Association, in convention in St. Paul, August 23, were told that their recently launched country-wide advertising campaign would avail them nothing unless it were backed by honest service to the housewives, to whose attention the advertisements are directed. The speaker was Kenyon Mix, of the MacManus Company, of Detroit.

The burden of the publicity sought by the laundrymen is that the women of the United States should entrust all the family washing to the laundries, not limiting her trade with them to her husband's linen. Economy, service and convenience are the arguments.

C. V. WHITE DEAD

C. V. White, president and general manager of the White Advertising Bureau, Seattle, died July 27 at the Seattle General Hospital after an operation for appendicitis. He was thirty-four years of age.

He was a profound and progressive student of modern advertising and strove always to reduce his craft to the exact science he believed it could be made.

Mr. White was a charter member of the Seattle Press Club and of the Seattle Publicity Club. He was a thirty-second degree Mason and a member of several other fraternal organizations.

He was an active member of the industrial bureau of the Chamber of Commerce, and also had memberships in the Commercial Club and Manufacturers' Association. He was vice-president of the Seattle Master Printers' Association, and a member of the Pacific Coast Printers' Cost Commission, and one of the fifteen members of the international cost commission. He was a pioneer in the movement which resulted in the cost association.

ARREST FOLLOWS PIANO PUZZLE

S. E. Moist, head of the Chicago Piano Company, 1551 Milwaukee avenue, Chicago, and also president of the S. E. Moist Piano Company, 350-361 West Sixty-third street, was arrested by a United States deputy marshal on a charge of operating a scheme to defraud through the use of the mail. It is charged that Moist advertised in newspapers that the person submitting a solution of a puzzle would be given a prize of a stickpin and \$200. When persons would call at his establishment it is said that they were told that the \$200 would be applied on payment of a piano, which it was stated was valued at over \$500.

Charles F. DeWoody, head of the Department of Justice, intimated that several large piano companies were behind the scheme and that Moist was only an agent. He said an investigation would be made.

Moist was arraigned before United States Commissioner Mark A. Foote, and the hearing was continued for ten days. He was released on bonds of \$2,000.

A DOUBLE RESPONSIBILITY

If one industry disclaims attention to the works of another, if the advertising department of one house fails to investigate the successful display of another house, or does not, when he can, patronize advertised products, how is it possible to anticipate a greater degree of attention from the public?—"The Market Place of the World," *McClure's Magazine*.

A HOUSE MAGAZINE WITH INDIVIDUALITY

IT MAKES A COMMUNITY OUT OF THE ROYAL TYPEWRITER ORGANIZATION THE WORLD OVER—THROUGH IT THE MEN COME TO KNOW EACH OTHER WITHOUT EVER HAVING MET—COMPOSITE OF HOME NEWSPAPER, TRADE JOURNAL, HUMOROUS MAGAZINE AND HOUSE BULLETIN

By Arthur McGrew,

Advertising Manager, The Royal Typewriter Company, New York.

I doubt if there is another house paper or magazine that approximates in many respects the publication issued by the Royal Typewriter Company, and for that reason perhaps readers of *PRINTERS' INK* will be interested in knowing something of how our paper is conducted.

In the first place, ours is a strictly "inside" paper, *i. e.*, intended only for the eyes of the Royal organization, and there are perhaps not over one dozen names of "outsiders" on our complimentary list, *PRINTERS' INK* is one of them.

We call our publication *The Royal Standard*; originally the name was "The Royal Sixty-five," having reference to the well-known price of our typewriter, but we changed the name because in foreign countries the price is not quoted in dollars, but in pounds, francs, marks, etc., as the case might be, and the name "Sixty-five" was therefore a misnomer outside of the United States.

As a goodly share of our business comes from abroad, we decided to give our magazine a name that would be representative everywhere.

The Royal Standard is published monthly and we print enough copies to furnish one to every man, woman and child engaged in or connected with the sale of Royal typewriters throughout the world.

The magazine consists of thirty-two pages each month, standard magazine size, high-grade book paper, with heavy purple Princess

cover with cover design in gold bronze—purple and gold are the Royal colors. The book is subdivided under the following headings:

Editorial: Under which we place special articles relating to organization and sales methods, new ideas on demonstrating and selling, helpful suggestions of all kinds.

Among the Offices: Comprising news notes and personal items from our forty-odd branches and sales offices.

Field Department Notes: The Field Department deals with the dealers or agencies in the United States, and this section of the magazine is devoted to matters of interest to such dealers.

The Royal Standard is a composite of "the little old home newspaper, the trade journal, the humorous magazine and the house bulletin."

We have a monthly article on Royal mechanical features by Mr. E. B. Hess, inventor of the Royal typewriter; a monthly letter each by the sales manager, the field manager and the export manager and several special signed articles by branch office managers and others.

Then we have reports of interesting incidents, such as competitive sales, etc., and many personal news items and write-ups, all calculated to entertain and enthuse the sales force.

There are many illustrations—averaging twenty-five or thirty a month—including interior and exterior office views, window displays, portraits of men who have distinguished themselves, and each month a picture of the manager of the winning branch office in the monthly contest. We have retained Mr. Raoul Barré, a well-known New York artist, who draws cartoons exclusively for *The Royal Standard*, and his work is one of the most interesting and amusing features of our magazine.

The above is an outline of the make-up of the magazine, and as to its effect upon and value to the organization I can only say that we would about as soon try to get along without our sales manager as to think of going back to the days before it existed.

It has the effect of binding the Royal organization together.

A \$5,000 Challenge

FROM

The  Globe
AND Commercial Advertiser. 1878.
NEW YORK'S LARGEST NEWSPAPER.

New York's Leading High Class
Evening Newspaper

THE GLOBE is the only high class metropolitan evening newspaper that *proves* its circulation statements by examination of the Association of American Advertisers.

For the benefit of advertisers, who are interested in the *comparative* value of THE GLOBE and its contemporaries, THE GLOBE has made this challenge, based upon careful investigation:

THE GLOBE asserts that for the year July 1, 1910, to June 30, 1911, the last period covered by examination, its *daily average cash sales* were within 35,000 copies of the COMBINED daily average cash sales of Evening Mails and Evening Suns, and at least 35,000 more than the daily average cash sales of either. THE GLOBE has agreed to pay \$5,000 to charity if its contemporaries can prove upon A. A. A. examination that this statement is untrue.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

WALDO P. WARREN, Managing Editor.

New York, Sept. 7, 1911

Noblesse Oblige

A new publication is about to be started. In order to give it a fictitious appearance of prosperity from the very start, a proposition is put up to certain agents and advertisers to run their ads free of charge in Vol. I, No. 1. Some advertisers accept the "something for nothing" offer and furnish plates as requested. There are other advertisers, not churlish or narrow-minded men, who consistently turn down such propositions for good and sufficient reasons. They have lived long enough and observed closely enough to know that their responsibilities keep pace with their acts. They know they cannot do something which directly involves others and not hear from it. In their personal affairs, they maintain a high standard of honor; when a proffered favor places them under

unwelcome obligation, they decline it. Similarly, in this tender of free space in an unproved publication they recognize a "favor" which they cannot afford to accept—for the sufficient reason that it misleads and deceives other advertisers.

Many inexperienced advertisers follow certain recognized leaders like sheep. How often has the appearance of Tiffany or Steinway in a certain publication been the direct means of landing contracts from other concerns, seeking to build up a similar quality reputation? Mr. Advertiser, did you ever look at the matter in this light: The appearance of your advertisement in a publication is, in the eyes of other advertisers,—perhaps in the eyes of the business world generally,—an endorsement by you of that publication?

Can advertisers afford to sell themselves for a price—and if they must be practical—for a cheap price at that, this publishers' politics being in itself nothing less than a confession of unproductiveness? The answer of the advertisers of sensitive consciences and good judgment is that they cannot afford to do it.

And they are right. It is not so important to have more publications as it is to have good publications—sound service, proved circulation and demonstrated productiveness. It is better to have new mediums win an assured position by real merit than to tumble up by means of illusive solicitation. And, by consequence, it is better business all around to encourage those that are struggling upward, honestly, whether they are new or old, and to discourage the others. We cannot consistently thunder against the circulation or rate perfidy of some publishers while we are a contributing factor to their corruption. The national advertiser owes something to his exalted position. *Noblesse oblige.*

PRINTERS' INK says:

You can usually test the soundness of advice by finding out what the gentleman sells.

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Shareholders and Good Will

According to statistics recently tabulated by the *Wall Street Journal*, the number of shareholders in the large railroad and industrial corporations has nearly doubled within the past five years, and the average number of shares held by stockholders has correspondingly decreased. This clearly indicates a tendency on the part of corporations to encourage a wider distribution of the shares, and on the part of smaller investors to put their money into solid industrial securities.

Tabulations were made of 242 corporations, with an aggregate capital stock outstanding of \$8,997,347,426, owned by 872,392 stockholders. The average showed only a little more than \$10,000 par value was in the hands of each holder, or, in terms of shares, less than 130 shares to each average holder. Ten years ago there were but 226,480 shareholders, a total capital stock of \$5,500,000,000, and an average number of shares per holder of 266.1.

A few typical corporations, and the figures showing the increase in the number of shareholders, are here given:

	Share- holders 1911.	Share- holders 1906.
U. S. Steel.....	120,000	65,000
Penna. R. R.....	66,520	40,153
Amer. Tel.	41,128	17,783
N. Y. Central.....	20,486	9,766
Swift & Co.....	18,000	8,300
Int. Harv. (co-op.)...	16,000	245
Gen. Elec.	9,600	4,950
Westingh. Elec.	8,500	2,800
Nat'l Lead	7,000	3,100
Standard Oil	6,101
Am. Tobacco.....	7,481	3,527
Am. Cotton Oil.....	3,659	2,790
Corn Prod. Pref.....	4,620	2,503
Inter. Harv.	4,100	300
Amer. Express.....	3,904	3,599
Inter. Paper	3,966	3,155

In seeking an explanation for the universality of this tendency to increase the number of shareholders and decrease the average holdings, it will be found in part, of course, in the natural tendency of all industrial enterprises to grow in every legitimate direction. And yet where a tendency is so marked there is doubtless a

conscious intention at work in the background, since even the natural growth of business is attained only by increased efforts. Without falling into the error of some enthusiasts, and ascribing all the impetus of business development to advertising, it can nevertheless be truthfully said that two fundamental advertising ideas have played an important part in this increase. Those two ideas are (1) the repression, by the better class of publications, of irresponsible financial advertising, whereby millions of dollars of small investors have been turned into legitimate industrial channels; and (2) the increased recognition of the commercial value of good will, which it has been proved is greatly developed by the number of persons who are financially interested in the welfare of a concern.

In a past issue of *PRINTERS' INK* it was explained how Swift & Co. had developed a policy of increasing the number of shareholders for the distinct purpose of developing good will, an idea which attracted considerable attention in the offices of various corporations at the time, and which is perhaps a latent motive back of the stock-selling plans of many corporations. It was argued that when a housewife (or her husband) made an investment in a few shares of Swift & Co. stock, she would naturally work for the general success of the company, using their products in her own kitchen and introducing them among her friends. It was inferred from some printed matter that Swift & Co. had sent out that they were deliberately fostering a policy of wider distribution of their stock for precisely the reason stated. Evidently this inference on the part of *PRINTERS' INK* was justified, for, with their next dividend checks, Swift & Co. sent a reproduction of the *PRINTERS' INK* editorial to all their stockholders.

Were the list extended to all those below 126.2, the 1911 figure for average per holder, the following would be added: Pullman, Lehigh Coal & Navigation,

New York Central, Chicago Pneumatic Tool, International Paper, Sloss-Sheffield, Great Northern, American Light & Traction, New York Air Brake, Amalgamated Copper, Pacific Coast Co., Laclede Gas, Union Switch & Signal, Distillers Securities Corporation, and Borden's Condensed Milk.

Women comprise 30% to 50% of shareholders of the great corporations. In the Steel Corporation one-third to one-half are women. About 50% of the shareholders of American Sugar Refining Company are feminine, the company having 19,551 shareholders, of whom fully 9,500 own ten shares each, or less.

PRINTERS' INK says:

Better get the real interest of one hundred possible buyers than to flag the momentary attention of a thousand average readers.

"Unloading the Dealer" When a woman goes into an up-to-date retail store and buys an article, which she afterwards decides she doesn't want, she takes it back and gets her money—as a matter of course. Then she turns around and spends the money for something she does want.

But when a retailer buys goods from a manufacturer or wholesaler and finds that he can't sell them—well, he is "stuck"—as a matter of course. And he turns around and resolves not to buy anything more of that house again.

The retailer used to treat his own customers that way—until he found that it paid better to maintain a policy of cash credit for unsatisfactory goods. And now the "money-back-if-you-want-it" plan is a standard policy in progressive retailing.

But the wholesaler and the manufacturer, as a general rule, still continue to do business the other way—the old way.

Exceptions, being rare, are especially interesting. On another page of this issue of PRINTERS' INK is told the story of

how the H. J. Heinz Company makes a practice of "unloading" the dealer of all unsalable or shopworn goods belonging to the "Fifty-seven Varieties." This policy seems to find favor with the dealers, gives them increased confidence in the Heinz proposition, makes them more willing to keep a representative stock, and brings about the best of co-operation. The plan differs from the retailer's relation to his customers in that the goods taken back cannot be elsewhere offered for sale, and the dealer shares part of the expense with the manufacturer. But the house buys back the goods at a price which makes the dealer willing to dispose of them.

The successful application of the "money-back" principle by so conspicuous a house as the H. J. Heinz Company raises the question: *Isn't this the policy they will all have to come to?*

There are abundant arguments on both sides. The retailer does not stand in the same relation to his own customers that he does to the manufacturer. It would be easy to imagine a dealer stocking up with goods that he could not sell, calm in the assurance that he could send them back if they didn't take. And the manufacturer, not knowing whether his goods were really sold or not, would be getting into all kinds of complications, consignment plans, special stocking up offers, all to the detriment of sound trade relations.

And yet all this seems obviated in the Heinz plan of taking back old and unsalable goods at a reduced price—splitting the expense with the retailer. This utilizes the dealer's caution in buying only what he can sell, and yet makes him feel more free to stock up with what he can reasonably hope to sell.

There seems something inherently fundamental in the plan that will eventually find its way, with modifications, in the relations of all manufacturers and wholesalers with all dealers. It seems to work very satisfactorily wherever it has been tried.

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MANUFACTURER WITH MANY DISTINCT LINES USES TRADE JOURNALS TO GET REQUESTS FOR THE HOUSE ORGAN IN WHICH ARE MORE EXTENDED ADVERTISEMENTS OF HIS PRODUCTS—MANY PUBLICATIONS IN FIELD MAKE THIS AN EXPEDIENT MOVE

To a manufacturer of practically four different lines of machinery, these four lines consisting of a great number of different machines and these lines appealing to four distinct classes of trade, the house organ or monthly

[illegible]

BERLIN QUALITY should be Read by Every Man in Every Place

THE BERLIN MACHINE WORKS

WILLOTT, WISCONSIN HAMILTON, CANADA.

bulletin is most practical and absolutely necessary for a variety of reasons.

The house bulletin is necessary in the woodworking field, not because there are no mediums of advertising, but because the trade journals are too numerous in number, their circulation being mostly local, the information contained in their pages not dealing with the manufacturing side of

To advertise our different lines in all trade papers each issue would entail a tremendous amount of space and afford more labor than half a dozen technical men could supply. Furthermore, the writer has found upon investigation that one lumber plant may be getting eight to ten trade papers, some paid for, some *gratis*, and after looking over lumber news, the paper remains in the office, and the machinery advertisements, no matter how good, receive little notice.

Our product being extensive, is fitted to the house organ. We adhere to news and machinery copy absolutely and because of the fact that we have an endless amount of things to talk about, we do not need fillers in the shape of jokes, etc. Our salesmen report regularly the names of practical men, who are sent this paper direct to their home address.

With a circulation of 30,000 monthly in all parts of the world and getting out a most extensive publication, we do not stint in cost of editorial matter. We are scouring the country for men of long experience who can deal accurately with technical matters of interest to the woodworking field and not a salesman on our force but would throw up his hands and howl if a suggestion was made to drop it.

Of course, we watch it for dollars and cents return and as our product deals with big money, it does not take many sales to eliminate a year's cost. It is edited to be educational and instructive and is the only publication of its kind that shows the infinite number of improvements being made monthly in the woodworking field.

Recently, we have developed it to a higher point of efficiency and are trying out the experiment of directing the attention of the mill-man to it, as it comes each month, by advertisements appearing slightly before it is mailed, directing both mill-men and practical men to its contents.

A house bulletin to-day must
be right to be read.

SOME USEFUL THINGS TO KNOW ABOUT EN- GRAVING

PREPARE YOUR COPY CAREFULLY, AS POOR PRINTING OFTEN IS DUE TO POOR ORIGINALS—COLOR VALUES IN COPY AND HOW THEY REPRODUCE IN HALFTONE—HOW DIFFERENT COLORS REPRODUCE—SOME THINGS TO BE REMEMBERED ABOUT MAKING ZINC-ETCHINGS

By A. S. Willson.

The general term of engravings to be used on the letter-press would apply to a half-dozen different kinds. The two in general use by the average advertiser are the halftone and the zinc-etching.

The first question to come up is the kind of copy to use. For halftone work photographs, wash-drawings, oil paintings or the actual article itself may be used. For zinc-etchings, line drawings, printed pages, crayon drawings or any copy in which the lines are worked out with the pen and not the brush.

It sometimes happens that the copy is in both line and wash. The engraving made from such copy is called a combination plate. A halftone negative is made from the wash and a line negative of the line, both negatives being printed on the same flat, arranged, of course, in the same relative position as in the original drawing and etched down the same as an ordinary halftone.

Care should be taken in examining copy before it is sent to the engraver, as much of the poor printing qualities of plates can be traced to defects in the original drawing. It therefore would not be amiss to take up the various kinds of copy separately.

Photographs are, as a rule, retouched before being used for engraving purposes. Examine carefully to see that the artist has used the same tone of color as that in other portions of the photograph. The average commercial artist does not take into consideration the mechanical difficulties in the making of engravings and assumes that if the ap-

pearance of his work is satisfactory, that is sufficient.

For instance, if to get a middle tone, or in other words, a gray-black, the artist has mixed, say, a blue with his black to get this tone, the result when reproduced will be a much lighter tone in that spot than in other portions of the photograph. While the color may look all right at a casual inspection, if the photograph is held on a slant so that the light strikes it at an angle, the difference in tone can always be detected. Never allow blue to be used in any way, as it always reproduces light. Avoid bluish tints in any kind of copy for reproduction.

Do not use a rough or matte finish photograph, as the roughness of the paper is faithfully reproduced in the halftone. The best results are obtained from a smooth finish or gloss photograph of a sepia or reddish tint, those known as Solio prints being the best.

Of wash drawings the most important point is to see that they have "snap," or in other words, good, strong contrasts of lights and shadows. In the making of the average halftone, of necessity some of the detail of the drawing is lost. The blacks blending more quickly into the middle tones and the middle tones into the whites, resulting in a plate which is called "flat." Such a plate may be improved by hand-tooling, re-etching and burnishing, but it is better to insist on good, strong, "contrasty" copy in the first place even if the color values have been somewhat exaggerated.

Oil paintings are usually in color. It is seldom, if ever, that a black and white drawing is made in oil. A halftone can not be made direct from a color drawing, as the several colors do not photograph in their proper values: blue, for instance, tending toward the white and yellow toward the black. If a halftone is wanted of a subject in color an orthochromatic negative and print should be made and the halftone made from that.

The direct process of engrav-

The advertising manager of a newspaper called at the office of PRINTERS' INK and said the advertisement on the third cover in the issue of August 24 was the best he ever read.

He said it was absolutely true that PRINTERS' INK reaches people that cannot be solicited in person.

It's strange how some publishers will tell an advertiser that he should use lots of advertising to back up the work of his salesmen, but when the matter of advertising *his* business is put up to him he says, "Oh, I have an advertising manager and solicitors that I pay to get the business, so I don't need to advertise."

Can you beat that?

Do you know of any publisher who has solicitors calling on *all* the national advertisers and advertising agents every *week* or every *month* or every *three months*?

PRINTERS' INK has a splendid prize to give to each of the first twelve publishers in that class.

ing, or in other words, the making of halftones direct from the article itself, is not in general use. The reason for this is, when the article is set up in front of the ordinary camera for making the halftone negative, no adjustment of the lights can overcome the shadows thrown on and around the article. It is possible, however, to overcome this difficulty by the use of a vertical camera, which most engraving plants have. Beautiful work is possible by this method. If this process is desired it is good policy to employ an engraver making a specialty of such work, as not all plants can produce perfect work.

The screen to specify in ordering your halftone depends altogether upon the class of work for which the plate is to be used. The different screens range from the sixty or eighty-five line for newspaper work to the two hundred line for booklet work in which very fine paper is used. The one hundred and thirty-three line screen is the one in general use for magazines and ordinary booklets. One hundred and fifty line screen halftones can be used in booklet work where good enameled or supercalendered paper is used, but it is not advisable to order that screen for a halftone to be used in the magazines.

Halftones may be finished square, with or without line; silhouette or vignette. A square halftone is one with the background extending to or beyond the extreme edge of the subject and finished off straight with or without a line around it. A silhouette halftone is one in which the background has been entirely cut away. A vignette halftone is one in which the background gradually fades away. Copy is usually prepared in such a way that it can be seen which style to order.

Halftones can be greatly improved by having them hand-tooled. By tooling the high lights are brought out sharp and clear, and if the work has been properly done the final result is much better than that of a plate which has not been tooled.

Copy for zinc-etchings or, as they are usually called, line cuts, should be in clear, black ink. It should be remembered that zinc-etchings are perfect reproductions of the original and if a printed page is to be reproduced be sure that none of the type is broken or blurred.

Color values cannot be obtained in a zinc cut by making the lines of the drawing weak or gray. These values can only be obtained by shading—making the lines heavy or fine, as the case may be. If the zinc-etching is to be used for newspaper work, too fine lines should be avoided, as they fill up and run together in printing.

In reproducing typewritten letters do not use copy made from a colored ribbon or made on a colored paper. Red and yellow photograph black while blue and purple come almost white. It is evident that a letter written in purple on a yellow paper would be impossible to reproduce. Have typewritten letters intended for reproduction re-written in black on white paper.

In ordering your engravings, either line cuts or halftones, specify both dimensions whenever possible. The proportion to which the copy will come may be ascertained by the following method: Extend a line from the lower left hand corner of the copy through the upper right hand corner and beyond if necessary. If the width is given, to find the height, measure off the width on the lower edge of the copy from the left-hand corner and from this point extend a vertical line until it meets the diagonal. The length of this line from where it touches the diagonal to the lower edge of the drawing is the height to which the copy will reduce or enlarge, as the case may be.

If the height is given, to find the width, measure off the height from the lower edge of the drawing to the diagonal and from the point where this line touches the diagonal extend a line to the left-hand edge of the drawing. This line is the width to which the copy will reduce or enlarge.

Copy for both line cuts and

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halftones should be larger than the size of the plate desired. If the plate is an enlargement of copy any slight defects in the drawing will be brought out more prominently, whereas if the plate is smaller than the original such defects are not as noticeable. It is best to have the copy at least twice the size of the finished plate.

The fact should be borne in

mind that engravings are exact reproductions of copy. Any defects appearing in the original copy will necessarily be in the finished plate. In the end much time and money will be saved by sending only perfect copy to the engraver, and the solution of your engraving troubles is: examine your copy carefully and have it right before it leaves your hands.

To Publishers and Advertising Agencies

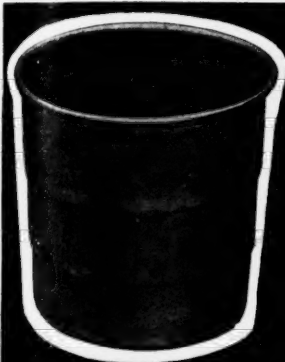
☛ Are you seeking an aggressive young man who has a thorough, efficient knowledge of printing, publishing and advertising?

For the past six years I have been connected with a weekly magazine devoted to the subject of automobiles—first, as editorial assistant, later as associate editor, and for two years as business and advertising manager. This publishing experience has been supplemented by an extended study of the subject of advertising, including copy-writing, value of mediums, space buying, publicity methods, etc.

☛ Previous to entering the publishing and advertising field, a complete understanding of printing methods was obtained through six years actual work as a practical printer.

☛ My record shows steady advancement won by efficiency, loyalty and integrity. A permanent connection is desired—something that offers a good future in return for meritorious service.

☛ Address C. A. P., care Printers' Ink.



☛ The State Board of Health have taken the drinking cup from the Pullman Cars.

☛ Try giving a collapsible drinking cup as a souvenir, which can be conveniently carried in the grip when traveling.

☛ We make collapsible drinking cups at a cost of practically nothing. Ready to use for any kind of a drink.

THE GREENDUCK COMPANY, CHICAGO

GEO. G. GREENBURG, Pres.

Samples to legitimate Advertisers.

The Little Schoolmaster's Classroom

Yes, the writer of the Classroom Talks has a hobby, and he had it a long time before the Boston Convention stood so strongly for that hobby. He has, for many years, felt concern about the sneers and general criticism that the advertising fraternity has had to take from a good class of people all on account of fraudulent and otherwise objectionable advertising that many publications carry. He has longed to do something toward hastening the reform that has been well started.

A prominent newspaper publisher at the Boston Convention said that readers didn't seem to care what publishers printed, so long as they got Jeff and Mutt. The writer believes that the publisher was wrong; he believes that a good proportion of the readers of newspapers and magazines feel that it is an imposition for the publisher to insert any advertisement that is not on the square, but the trouble is that what is everybody's business is nobody's, and few take the time to write a protest. Some day there may be an Advertising Reform League in existence with a membership of a few hundred thousands pledged to write to publishers when manifestly fraudulent or indecent advertisements appear. In the meantime every advertising man can do his profession a real service by taking exception to every improper advertisement in every publication that comes into his home, especially if such advertisements are inserted on the same page with square copy sent in by the advertising man in question.

* * * *

Two advertising men were asked not long ago to help out with some advice on boosting a patent "consumption cure." They replied, in effect, to the promoter: "We don't feel that we

can lend whatever skill we have to the exploiting of such a thing. We confess to a good deal of skepticism about the strong claims made for the preparation, and even if they were true, we think the promoter owes it to the world to reveal his secret to sufferers from the Great White Plague everywhere."

* * * *

An advertising manager, who is an acquaintance of the Schoolmaster, has made up a record that is rather disturbing to complacent solicitors for national publications. Much is said about there being so much difference in the circulations of even magazines of the same general class and about the same price, that advertisers should not run the same advertisement in each, and so on. This advertiser is a careful keyer of business, and he got several thousand customers, obtained through national magazines, to give him their occupations. Then he arranged each magazine's business to itself and classified the occupations. He found half a dozen or more magazines were producing business from practically the same class of people, laborers, clerks, salesmen, teachers, etc., being found in all the circulations in about the same quantity.

A solicitor came in who represents a magazine that he believes reaches a much higher class of readers than several other magazines of the same price. The advertising manager showed him the file, slyly slipped the tab cards out and invited him to pick out the bunch of cards that represented customers obtained from his publication. Sad to relate, he picked out the business that came from a despised "cheaper" publication.

Perhaps the point will be made that this advertiser appealed to about the same class of people in all the publications because he

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use the same copy in all, but the record shows that all of the magazines reached some higher-class readers for this advertiser. Per-

haps the publications can offer an explanation; the Schoolmaster can't. The advertiser, with the plain record before him, is of the

Fuld & Hatch Knitting Company

Manufacturers of

Jersey Ribbed Underwear

The Times-Union,
Albany, N. Y.

Albany, N. Y., Aug. 28, 1911.

Gentlemen:—

In reviewing the results obtained from our 1911 advertising appropriation for our **KEEPKOOOL** underwear, we are so pleased with the success of our local campaign that we are taking this means of expressing our appreciation of The Times-Union as an advertising medium.

Our ads in your paper justify the conclusion that newspapers in general, and The Times-Union in particular, are far superior to the standard magazines as media of publicity. Dollar for dollar spent, The Times-Union has secured more actual business for us than any of the leading weekly or monthly magazines on our list. For this reason, we have decided to use The Times-Union extensively in 1912 to advertise **KEEPKOOOL** underwear.

Very truly yours, **FULD & HATCH KTG. CO.**
S. V. H. /GS Stephen V. Hatch.

Daily Average Circulation Over 39,000

Flat Rate: 6c per agate line.

VERREE & CONKLIN, Inc., Special Representatives
New York: Brunswick Bldg. Chicago: Steger Bldg.

The Atlanta Journal

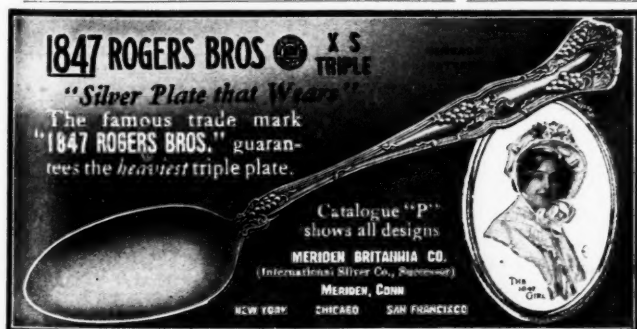
Atlanta, Ga.

Daily
52,811

Sunday
57,638

Semi-Weekly
104,595

The Journal covers Dixie like the dew



1847 ROGERS BROS. X S
TRIPLE

"Silver Plate that Wears"

The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO

The Girl

belief that there are only a few of the national magazines that reach a class of people much different from the others.

Sometimes the thought crosses the Schoolmaster's mind that folks in the advertising business are becoming so well informed about matters of technique that the Classroom chats on that phase of advertising must soon come to an end. But things continue to pop up in the advertising practice of prominent concerns that force him back to the conclusion that eternal vigilance is the price of good advertising. Just now a prominent paper manufacturer is coming out with a series of talks about his excellent product, and just think—he sets about 500 words in 5-point solid, straight across a full magazine page, a measure of 29 picas, which is twice as wide as 5-point should ever be set. He thus gets his 500 words in a space less than one and a half inches deep, and has an average of 25 words to the line. This is going the mail-order concerns one better, and the Schoolmaster believes that even Bert Moses would call it mighty bad practice.

The Schoolmaster does not follow those who assert that all advertising should be brief, but it is certainly safe to say that the advertisements of such a product as paper must be presented in easily read form if they are to get a reading from business men. The story of the L. L. Brown Linen Ledger deserves better treatment.

* * * * *

An advertising agency is sending out a talk by one of the extremely clever writers who asserts, without qualification, that endorsements are no longer useful in advertising, that every endorsement the advertiser adds to his own statements takes away from the confidence the reader has. The writer ought to forget his cleverness for a minute and look into the experiences of a few mail-order advertisers. When he does so, he will find that endorsements by satisfied users constitute the strongest kind of argu-

ment—argument that brings in hundreds of thousands of dollars every month.

Isn't it surprising how easily you can chop two or three lines out of a page of matter when the proof shows the copy to overrun, and yet not have to cut out anything that's vital. This fact reminds us that when the lettergram first came out many people who sent them found considerable difficulty in finding fifty words to send. They had been so accustomed to sending a message in ten or twelve words full of meaning that they just couldn't get away from the habit and send a loose message of four or five times the usual length.

* * * * *

How's this for an announcement of a new publication?—"The guaranteed circulation of _____ will be 50,000 for the first week only. After that, the sales will advance by leaps and bounds, for there are at least 20,000,000 of people, etc." And yet some publishers wonder that their advertisements do not make a greater impression.

STORE WITH 900 BRANCHES

George J. Whelan, president of the United Cigar Stores Company, has been visiting some of the larger cities in England looking over the system under which the large industrial concerns have chains of stores through the country.

He was much impressed by what he saw. He believes the system is much better developed there than in America. One concern alone, he found, has over 900 branches throughout the country, which, he says, enables the firm to sell goods at least 25 per cent. cheaper than the ordinary retailer, which is an inestimable boon to the consumer.

SOMETIME—SOMEHOW

The practice of astrology developed into the science of astronomy—alchemy into chemistry—the art of healing into the science of medicine and the practice of advertising is fast developing into the science of advertising.—*Rhode Island Advertiser.*

Thomas Higgins has resigned as bookkeeper at the Aurora, Ill., *Daily News* office to become advertising manager for the Aurora Corset Company.

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Advertising Novelties and Specialties

A large baking concern, at present conducting an aggressive advertising campaign in several cities, is giving bread knives to housewives. With every loaf of bread delivered, a small tag is attached. When a certain number of these tags have been secured, the drivers of the company's electric delivery cars exchange them for one of the knives.

Memento books can now be obtained with a small mirror set in the front corner. The latter is of rather heavy board, and gives the mirror a firm backing.

The familiar field burdock has been pressed into service for use with an advertising novelty. By gluing one to a cut-out figure of a butterfly, a crude imitation of the head is effected. The figures are of light but stiff cardboard and are in three colors. The wings can be folded back and when thrown, the butterfly will, of course, cling to any cloth with which it may come in contact. The advertising matter is printed on the wings.

Publishers in need of a premium for distribution among readers in suburban or rural districts would perhaps find use for a "foot scraper." This is really an elaborate door mat, although but one foot can be wiped at a time. The scraper consists of a row of parallel metal strips set about an inch apart. On both sides of these are brushes which remove the dirt from the shoe as it is passed backward and forward over the metal ridges. The brushes can be drawn together or pushed apart to any desired width.

Small aluminum court plaster cases are being put out with the following printed on one of the aluminum covers: "You stick to me and I'll stick to you." The other cover carries the advertiser's name. Black, pink and white plasters are used.

A combination bottle opener, screw driver, tack claw and cigar cutter is being distributed by a number of brewery concerns. This pocket article is about three inches long with nicked finish. The cigar cutter is worked by means of a sliding blade that passes over a small circular hole.

The LEONARD COIN MAILER Safe Sure Simple

are profit makers because they afford an easy and safe way to send money back to you. Used by leading publishers and mail order houses because they pay.

Sample dozen 10c, postpaid; 100 for 75c, postpaid; 1000 with any printing. \$3.25; \$4.50 in P. O. B. Detroit

The Detroit Coin Wrapper Co.
289 Harper Avenue Detroit

A Money Saving Opportunity

Thousands of Dollars may be saved in premiums or ultimate benefits on a single policy because there is a difference of ten to twenty-three per cent in guaranteed annual cost on similar policies of companies of equal strength.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

J. A. Steele, Winthrop Steele,
170 Broadway, New York.

For Advertising Copy and Service that gets business

Oh! See Wilson!

Newspaper, Magazine, Mail Order and Outdoor Advertising Campaigns successfully planned and placed.

Let us send you our Oct. 1st Reference Pocket Guide. It will give you valuable information about advertising.

Correspondence solicited. Call, write or phone 4580 Harrison.

O. C. Wilson Advertising Co.
160 Jackson Bldg. Chicago

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, \$3c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

Actual Color Post Cards

Of Your Plant or Goods

Have a greater advertising value than any other form of printed matter. These cards can be used for Follow-Up, Correspondence, Salesman's Advance Cards and hundreds of other purposes. My samples and how to use Post Cards in your business are at your service

ALFRED HOLZMAN, CHICAGO

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies THE Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER CO., Chicago, Ill., Cor.

ADVERTISING MEDIA

THE APARTMENT HOUSE reaches owners, architects, builders, managers. Interests them, too! Get ratecard. 440 S. Dearborn, Chicago.

THE TEXTILE MANUFACTURER. Charlotte, N. C. covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

BILLPOSTING

8¢ Posts R.I.

Listed and Guaranteed Showing. Good Locations. Mostly individual boards. Write for open dates. Standish Adv. Agency. Providence R.I.

BOOKS

CUMMINGS MODERN FORMULARY. New edition. Just out. Over 500 pages. A book that has revolutionized the proprietary manufacturing industry. Most of the formulas have never before appeared in print. Every manufacturer of toilet, household, medical and miscellaneous specialties will want it. Price \$3.00. Will be sent on approval. Address **DRUG NEWS CO., Newark, N. J.**

BUSINESS LETTERS

MERE sales letters alone won't pull the orders in your direction. You need a logical well-rounded sales plan upon which to build your little paper salesman—a scientific merchandising plan. I do such work and letters for big men. Write me. **F. C. CUDDIHY, "Rezult," 1320 La Salle Avenue, Chicago.**

BUSINESS OPPORTUNITIES

BUSINESS LETTERS with a readable path and brevity. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

COIN CARDS

Mr. Circulation Manager

Your coin cards are all ready to be printed as soon as we receive your copy. You need them, and delays are dangerous. The effort you are planning to send out next week may be saved from failure by the use of **WINTHROP COIN CARDS.** You inclose a return envelope to make answering easy. Why not a coin card to make remitting easy also? And if coin cards—the best—**WINTHROP COIN CARDS**—of course. Will carry any amount up to one dollar and seventy cents. Prices based on quantity, and quoted on application. Send us your name and a sample copy of your publication and get our prices and valuable circulation ideas.

THE WINTHROP PRESS

Coin Card Department

419 Lafayette Street New York, N. Y.

FINANCIAL

FREE—"Investing for Profit"

Magazine. Send me your name and I will send you this magazine absolutely FREE. For every dollar you invest anywhere—get this magazine—it is worth \$10 a copy to any man who tends to invest \$5 or more per month. Let me show you how \$1,000 can grow to \$22,000—how to place different classes of investments, the Real Earning Power of your money. This magazine 6 months Free if you write to-day. H. L. BARBER, Publisher. R 448, 28 West Jackson Boulevard, Chicago.

HELP WANTED

WANTED—Salesman who can estimate and sell printing and lithographing. Good position to capable party. Salary in keeping with services and ability. Address E. H. CLARKE & BRO., Memphis, Tenn.

WANTED—Young man to write financial advertising. Must have originality, initiative and ability to write in a logical, convincing style. Knowledge of stenography an asset. Position offers good salary and splendid opportunity. Address "I. T.," care Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWS-PAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED—A bright, energetic young man, about 30 years of age, having had experience in mail order soliciting and the preparation of strong follow-up letters, advertising pamphlets, etc. Good opportunity for right party. State age, present occupation, experience, and send samples of work. Address "HON 12," care Printers' Ink.

A WELL known publishing house, issuing several leading weekly and monthly publications and operating its own printing plant, desires the services of the best man available in the country to take an executive position in charge of the printing plant as well as in connection with the business department of the publication end of the business. No better proposition than this in America is available for the right party. Give age and experience in full. Address "PRINTING," care Printers' Ink.

New York Advertising Representative Wanted

Target business on commission basis for a class magazine of 43,000 circulation (and going up!) that has been published continuously for 13 years, has a well established reputation among agencies and shows an average gain of 40 per cent. in advertising for 1911 as compared to 1910. A big payer for keyed copy. Only high class business acceptable. Address "E. T. C.," care Printers' Ink.

WANTED—An expert to take charge of circulation department of English firm in Buenos Aires publishing four periodicals in Spanish. Apply, stating full particulars, to EMPRESA HAYNES, Calle Chacabuco 677-685 Buenos Aires.

MISCELLANEOUS

2C. RAZOR BLADES, thin single and double edge blades sharpened like new, 2c. each. RAZOREDGE CO., Rothschild Bldg., Phila.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PHOTOGRAPHS

**YOUR MAGAZINE AD**

Furnish big ones to our customers for window display. Best connecting link you can use. Write for sample and prices.

A. A. STONE CO., Cleveland, O.

POSITIONS WANTED

ADVERTISING MANAGER, employed, wants same position with publisher or manufacturer; 14 years' experience space selling, writing and placing advertising. "SPECIALIST," care of Printers' Ink.

YOUNG MAN, 24, well educated, 6 years' experience with advertising agency in art and copy department, wants position in Chicago as art or assistant manager. Address "W.V.T.," care Printers' Ink.

This Appeal is Directed to an Advertising Agency, Magazine, Newspaper or Trade Journal.

I am a job compositor, with a good knowledge of printing, and am ambitious to enter the advertising field, as its scope is much wider than that of my present pursuit. Outside of being able to write and set a good advertisement, my knowledge of the general advertising business is only theoretical, which I acquired by several years of study and observation. My desire is to connect with the practical side of the publicity business. If I could become a good advertising solicitor, I'd let it go at that, and am anxious to take a good hard try at it. If success in this business represents incessant toil and unlimited ambition, I think I stand a chance. If you can offer me an opportunity kindly let me hear from you. My age? Yes, 25. J. L. care **PRINTERS' INK**.

I Know the Newspaper Business

WELL, and wish to sell my knowledge to the industry, weekly or monthly preferred, that needs a first class man upstairs, who knows how to edit, write, make up an attractive paper, take up advertising propositions, and has only one unusual habit—a capacity for hard work. Salary may follow upon results accomplished. Ability to produce results has been gained in 25 years of hard work. Plenty of endorsements from first class newspaper men. I am 45 years old, of good personality, steady habits, and can "make good" anywhere. Prefer New York City or vicinity, but would go anywhere on contract. Address "GOODMAN," care Printers' Ink.

Adv. Mgr. Now Employed Wants Greater Opportunity

(As Ad. Mgr. or Asst. to "big" Ad. Mgr.)

I want to permanently associate myself with a large firm doing a national business. Married. Now located on the Pacific Coast, but want to go East where there is an opportunity to make a real reputation. Some points in my favor are: youth, ambition, enthusiasm, fertility of ideas and eight years' actual experience. Salary to begin not so important as future possibility. When replying, please give details, that I may answer intelligently. Address:

"CAPABLE," care Printers' Ink.

Ad Writer Salesman Correspondent. Successful young man, age 30, married, earnest, capable worker. All record, wants position as ad man or other branch in conjunction with some other business or mfr. Address "R. C. A.," care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N.Y.

PUBLICATIONS WANTED

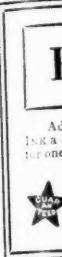
WILL consider representation of first class trade journal on commission basis. "I. S.," care of Printers' Ink.

Bound Volumes for 1911

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 vols. for year, \$8.

Printers' Ink



Birmingham
27,618
Montgomery
101,183
times, and
of any other

Denver,
city, 1911,
1911, 26, 95

Meriden
for 1906, 7
Meriden
Daily News
New Ha
1910 (Swit
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1911, 7, 049
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Daily ave

Jackson
1910, 14, 65



ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' Ink a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK'S Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 22,615. Best advertising medium in Alabama. Montgomery, *Advertiser*, net average Feb., 1911, 18,310 dy; 23,194 Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910, June 30, 1911, 26,822.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801. Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,873. New Haven, *Evening Register*, daily. Aver. for 1910 (Sworn) 19,096 daily 2c.; Sunday, 14,783, 5c. New London, *Day*, ev'g. Av.'10, 6,892. 1st 3 mos. '11, 7,049; double all other local papers combin'd. New Haven, *Union*. Largest paid circulation. Average for 1910, 17,267. Paper non-returnable. Norwalk, *Evening Hour*. Average circulation 1910, 3,627. Carries half page of wants. Waterbury, *Republican*. Examined by A. A. A. regularly. '10, Daily, 7,217; Sunday, 7,730.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily aver., 1st 6 mos. 1911—58,326 (©©).

FLORIDA

Jacksonville, *Metropolis*, Dy. '10, 13,701; Dec., '10, 14,659. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,687, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field Average year 1910, 8,164. Joliet, *Herald*, evening and Sunday morning. Aver. year ending June 30, 1911, 8,220. Peoria, *Evening Star*. Circulation for 1910, 21,145.

INDIANA

South Bend, *Tribune*. Sworn average June, 1911, 13,051. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance." Des Moines, *Register & Leader* (av.'10), 35,663. *Evening Tribune*, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426. Washington, *Eve. Journal*. Only daily in county. 1,913 subscribers. All good people. Waterloo, *Evening Courier*, 53rd year; net av. June, '10-July, '11, 7,593. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Average 1910, 6,919. "When you advertise in *Lexington Herald*, you cover Central Kentucky."

Louisville, *Courier-Journal*. Average 1910, daily, 22,204. Sunday, 46,249.

Louisville, *The Times*, evening daily. average for 1910 net paid 48,834.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1910, daily 10,199.

Lewiston, *Sun*. Daily average 1910, 6,440. Last 3 months of 1910, are 8,847.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,265.

MARYLAND

Baltimore, *American*. Daily aver. year 1910, 80,266; Sun., 104,902. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, 62,405. For July, 1911, 75,230.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.





Boston, Globe. Average circulation.
Daily (2 cents a copy)
1910, 183,720—Dec. av., 188,543.

Sunday
1910, 321,878—Dec. av., 330,717.
Advertising Totals: 1910, 7,922,108 lines
Gain, 1910, 586,831 lines

2,394,103 more lines than any other Boston paper published.
Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest July of the *Boston Post*. Circulation averages: *Daily Post*, 353,168, gain of 17,644 copies per day over July 1910. *Sunday Post*, 288,686, gain of 31,148 copies per Sunday over July, 1910.

Lawrence, Telegram, evening, 1910 av. 8,643. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,562. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,763.

Worcester, Gazette, evening. Av. '10, 17,502. The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot,** Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,260.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal, Daily and Sunday (☉). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,665. Daily average circulation for July, 1911, evening only, 77,611. Average Sunday circulation for July, 1911, 80,361. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



CIRCULATION

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, 81,523.



MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 125,109.

NEBRASKA

Lincoln, Deutsch-American Farmer weekly 140,221 for year ending Dec. 31, 1910.

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Post-Telegram. 9,483 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,328, 1st quarter, '11, 20,128.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,759. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 64,658.

Buffalo, Courier, morn. Av., '10 Sunday, 84,737, daily, 46,284; *Enquirer,* evening, 32,271.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,232.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The Globe Largest high-class evening circulation. Average, July 1, 1910, to June 30, 1911, 126,299.

New York, The World. Actual av. 1910, Morning, 362,108. Evening, 411,320. Sunday, 457,644.

Poughkeepsie, Star, evening. Daily average year, 1910, 8,710; last four mos. 1910, 6,187.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1910, Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 6 mos. 1911, 13,829. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Troy, Record. Av. circulation 1910, (A. M., 8,102; P. M., 17,687) 22,790. Only paper in city which has permitted A. A. examination, and made public the report



Utica, A. Average for

Grand Fo Actual av

Baggins, for 1910, 1,7. Cleveland average for July, 1910. Younsted, LaCoste

Oklahoma daily, 38,04

14,3 tow

circulation 81,236; the Washington average 1910

in the State Wilkes-Barre of anti New York, Dis 18,787.

Pawtucket ton 9 mos. Pr 100 age Weekly, Circulates 3

Charlotte daily averag

El Paso, El Paso pap

Barre, 7. 1910, 9,626. Montpelier

Danville, July, '11, 8,6

Utica. *National Electrical Contractor*, mo
Average for 1910, 2,628.

NORTH DAKOTA

Grand Forks. *Norman*. Norwegian weekly
Actual average for 1910, 9,076.

OHIO

Cuyahoga. *Evening Telegraph*. Daily average
for 1910, 2,783. *Journal*, weekly, 976.
Cleveland. *Plain Dealer*. Est. 1841. Actual
average for 1910: Daily, 87,125; Sunday, 114,044.
For July, 1911, 98,914 daily; Sunday, 128,783.
Youngstown. *Vindicator*. D'y av., '10, 18,699;
LaCrosse & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City. *Oklahoman*. Ave. July, 1911,
daily, 38,049; Sunday, 40,218.

PENNSYLVANIA

Erie. *Times*, daily. 23,092 average,
July, 1911. A larger guaranteed paid
circulation than all other Erie papers
combined. E. Katz, Special Agt., N. Y.
Johnstown. *Tribune*. Average for
12 mos. 1910, 13,228. Mar., 1911,
mo, 14,383. Only evening paper in John-
stown.

Philadelphia. *The Press* (C) is
Philadelphia's Great Home News-
paper. Besides the Guarantee
Star, it has the Gold Marks and is
on the Roll of Honor—the three
most desirable distinctions for
any newspaper. Sworn average
circulation of the daily *Press* for July, 1911,
81,236; the Sunday *Press*, 167,288.

Washington. *Reporter and Observer*, circulation
average 1910, 12,396; May, '11, 12,691.

West Chester. *Local News*,
daily, W. H. Hodgson. Aver. for
1910, 16,828. In its 37th year.
Independent. Has Chester Co.,
and vicinity for its field. Devoted
to home news, hence is a home
paper. Chester County is second
in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, evening; best medium
for antirackete field for advertising purposes.
York. *Dispatch and Daily*. Average for 1910,
18,787.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation
9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence. *Daily Journal*. Average
for 1910, 22,788 (C). Sunday, 30,771
(C). *Evening Bulletin*, 48,823 average
1910.

Westerly. *Daily Sun*, George H. Utter, pub.
Circulates in Conn. and R. I. Cir., 1910, 6,423.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual
daily average 1910, 6,660.

TEXAS

El Paso. *Herald*, year 1910, 11,381. Only
El Paso paper examined by A. A.

VERMONT

Barre. *Times*, daily. Only paper in city. Av.
1910, 9,628. Examined by A. A. A.
Montpelier. *Argus*, dy., av. 1910, 3,316. Only
Montpelier paper examined by the A. A. A.

VIRGINIA

Danville. *The Bee*. Aver. June, 1911, 6,038,
July, '11, 6,068. Largest circ. Only eve. paper.

WASHINGTON



Seattle. *The Seattle Times* (C) is
the metropolitan daily of Seattle
and the Pacific Northwest. It
combines with its 1910 circ. of
64,741 daily, 84,203 Sunday, rare
quality. It is a gold mark paper
of the first degree. Quality and
quantity circulation means great productive value
to the advertiser. *The Times* carried in 1910,
12,328,918 lines, beating its nearest competitor
by 2,701,284 lines.

Tacoma. *Ledger*. Average year 1910, daily,
18,967 Sunday, 27,348.

Tacoma. *News*. Average for year 1910,
19,212.

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average
May, 1911, 3,955. Established over 40 years ago.

Green Bay. *Gazette*. Daily average, July,
1911, daily 6,632; semi-weekly, 1,646.

Madison. *State Journal*, daily. Actual average
for April, 1911, 7,147.



Milwaukee. *The Evening Wis-
consin*, daily. Average daily circula-
tion for first six months of
1911, 44,000. Average daily gain
over first six months of '10, 3,923.
Average daily circulation for June,
1911, 46,438 copies. *The Evening*

Wisconsin's circulation is a home circulation
that counts, and without question enters more
actual homes than any other Milwaukee paper.
Every leading local business house uses "full
copy." Every leading foreign advertiser uses
Milwaukee's popular home paper. Minimum
rate 5 cents per line. Chas. H. Eddy, Foreign
Rep., 5024 Metropolitan Bldg., New York. Eddy
& Virtue, 1054 Peoples' Gas Bldg., Chicago.



Milwaukee. *The Milwaukee
Journal*, (eve.) Daily Av. circ.
for 12 mos. 64,366. Daily Av. for
July, 65,358. July gain over
1910, 2,736. Paid City Circulation
double that of any other Milwau-
kee paper, and larger than is the
total paid circulation of any Milwaukee Sunday
paper. Leads all other Milwaukee papers in
display, classified and foreign advertising. Ad-
vertisers get over 60% of Milwaukee homes when
they use the *Milwaukee Journal*. Flat rate 7c.
per line. C. D. Bertolet, Boyce Bldg., Chicago;
J. F. Antisdel, 366 Fifth Ave., N. Y. City.

Racine. *Daily Journal*. June, 1911, circula-
tion, 8,561. Statement filed with A. A.



THE WISCONSIN AGRICULTURIST



Racine, Wis. Established, 1877.
Actual weekly average for year
ended Dec. 31, 1910, 61,827.
Larger circulation in Wisconsin
than any other paper. Adv.
\$4.20 an inch N. Y. Office.
41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Av-
erage for 1910, daily, 46,181; daily July, 1911,
66,842; weekly 1910, 26,446; July, 1911, 27,660.

Winnipeg. *Der Nordwesten*. Canada's National
German weekly. Av. 1910, 18,484. Rates 56c in-

ONTARIO, CAN.

Fort William, farthest West city in Ontario.
Times Journal, daily average, 1910, 3,183.

QUEBEC, CAN.

Montreal. *La Presse*. Daily average for
July, 1911, 104,633. Largest in Canada.
Montreal. *La Patrie*. Ave 1910, daily—42,114;
Sat., 66,610. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 419,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION



THE Tribune is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in July, 1911, amounted to 247,641 lines. The number of individual advertisements published was 32,743. Rates: 1 cent a word, cash with the order; or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in July, 1911, amounted to 236,060 lines; the number of individual ads published was 25,444. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1910, 10,211 daily; 14,537 Sunday.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

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Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The *Mobile Register* (©). Established 1821. Riches, section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Daily average, 1st 6 mos. 1911, 58,326. (©).

ILLINOIS

Bakers' Helper (©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The *Inland Printer*, Chicago (©). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (©). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (©).

Boston Evening Transcript (©), established 1830. The only gold mark daily in Boston. Worcester *L'Opinion Publique* (©). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (©). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(©) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (©).

NEW YORK

Brooklyn Eagle (©) is THE advertising medium of Brooklyn.

Century Magazine (©). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (©), the recognized authority on the Dry Goods and Department Store trade.

Electric Railway Journal (©). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (©) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (©). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (©). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (©). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

New York Herald (©). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

The *Evening Post* (©). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."

—Printers' Ink.

Scientific American (©) has the largest circulation of any technical paper in the world.

The *New York Times* (©) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (©), daily and Sunday.

Daily, now one cent—the best for the least.

OREGON

Better Fruit, (©) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (©), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. July, 1911, sworn net average, Daily, 81,236; Sunday, 167,288.

THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (©), only morning paper among 600,000 people.

TENNESSEE

The *Memphis Commercial-Appeal* (©) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The *Seattle Times* (©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (©) and The *Evening Mail*. Circulation 18,768, Flat rate.

Business Going Out

The Dunlap-Ward Advertising Company is putting out a newspaper campaign for Layton Pure Food Company, East St. Louis, Ill., advertising Health Club Baking Powder in Western states.

The Business Men's Association of Kansas City is using general magazines and weeklies for the fall and winter months, the Dunlap-Ward Agency, of Chicago, handling the account.

The Cedar Brook Whiskey Company will use 27,460 lines in Western publications during the next year, the business being placed through the Leven Agency, of Chicago.

The W. H. Hull Company, of New York, is placing four insertions, fifty-six lines each, for Dunlap Hats.

The Frank Presbrey Company is placing 330 lines, eighteen times, for the R. & G. Corset Company in publications on the Pacific Coast.

The W. L. Douglas Company will use 10,000 lines in Middle-Western publications during the next year, business being placed direct.

The Bruguer Chemical Company, of Newark, N. J., is using fifty-four insertions, seven lines each, in Southern publications, placed direct.

The George Batten Company is handling the account of J. G. Dodson, Georgia, for 5,000 lines to run in Southern publications during the next year.

The Eckman Manufacturing Company, of Philadelphia, is sending out copy to run for eight months, through the Philadelphia A. A.

The J. O. Ball Advertising Agency is sending large copy for the Cosmopolitan Tailoring Company to a list of mail-order and standard magazines.

Taylor-Critchfield Company orders are going out for the Pinus Company, of Los Angeles, to dailies in large cities.

The Taylor-Critchfield Company is placing advertising for the Black Silk Stove Polish Company in small city dailies.

The Hill-Dryer Company, of Worcester, Mass., is placing its advertising through Charles W. Hoyt, of New Haven and New York. Small space to be used in a number of publications.

Sherman & Bryan, Inc., New York and Chicago, are now placing orders with the leading weekly publications for the Dempster & Place Company, of

Gloversville, N. Y., makers of "D. & P." Gloves. Space used will consist of pages, quarter-pages and seventy-line ads.

Frank Presbrey Company is sending out good sized copy for the Remington Arms Company (U M C).

Ewing & Miles are placing fifty-six-line double-column ads several times for the Inter-State Rubber Company.

The "Vindex Short" is placing two double-column six-inch ads through the Federal Agency.

The Frank Presbrey Company is handling the account of the Michelin Tire Company, for twelve inches once a week, September 7 to October 31.

R. R. Howell, Minneapolis, road machinery, is planning a fall campaign in the farm papers of the Northwest. Copy will be placed by the Dollemayer Agency, Minn.

Farm papers will be used by the Minneapolis Gas Traction Company this winter through the Dollemayer Agency.

The Corning Agency, St. Paul, about October 1, will send out four-inch copy to Western dailies for Matt J. Johnson.

Campaigns for the Lanpher Hat and the Gordon Hat are under way through the Corning Agency, St. Paul. The Gordon Hat is featuring a series of puzzle ads in forty papers from St. Paul to the West. The fur campaign for the same house, Gordon & Ferguson, will begin soon.

Boy Scout Hosiery, of New York, is being advertised in Western papers through the Corning Agency, St. Paul.

The Northwestern Fuel Company, St. Paul, has contracted for 600 street car cards to be used throughout the year in St. Paul, Minneapolis, Duluth and Superior, through the Corning Agency.

The Mahin Adv. Company is placing 5,000 lines in Pacific Coast publications for the Motor Car Manufacturing Company, copy to run for a year.

The L. A. Crossett Shoe Company, of North Abington, Mass., is using 5,000 lines for a year, in Southern publications, through Blackman-Ross, New York.

W. P. Colton, New York, is placing thirteen fifty-six-line ads in Middle-Western papers for the Hudson River Day Line.

H. Altman & Co. are sending three-figure orders generally through H. H. Hull, New York.

Neige Corsets are now placing contracts through J. W. Morton, Jr.

The East India Ostrich Feather Company will run 2,000 lines during the next year in Southern papers, through M. C. Weil, New York.

Paul Roxroy is making a 1,000-line contract in the West through Nelson Chestnut, New York.

The Fuller Agency, Chicago, is handling the account of the Ko-Rec-Tine Company for 5,000 lines during the next year, in Southern publications.

Dr. J. H. Dye will use 42 lines once a week for nine months in Southern papers through the Fuller Agency, Chicago.

The H. E. Lesan Advertising Agency, of New York and Chicago, is sending out copy for the Luxury Leather Brush to trade papers and weeklies of large circulation.

VALUE OF FRANKNESS

It does not, as a rule, pay to try to get personal attention for an advertisement by passing it off as a personal communication at letter rates.

If you get a man to listen to your business proposition by explicit or implicit misrepresentation, it is not unreasonable for him to fear that you will misrepresent and fool him in the business itself.—*Medical Journal*.

SOURCES OF MAILING LISTS

How a mailing list of prospective customers may be obtained from the election registration books was described by Charles A. Ellis to the Advertising Club of Baltimore, August 23. He said that the books were handily classified into "householders" and "boarders," and that they were open to the public. The birth register and marriage license register were other sources of mailing lists.

CHATTANOOGA CLUB HAS AD COURSE

The Ad-Men's Club of Chattanooga resumed its weekly schedule with the meeting of September 5th. In lieu of the National Educational Course, a special course of study has been outlined that will consume thirteen weekly meetings.

"What Constitutes a Good Catalog?" was the first topic of the series, and will be followed by "What Constitutes a Good Newspaper Advertisement?" "What Constitutes Good Billboard Advertising?" etc., embracing the entire advertising work in its scope. Each talk will be illustrated, examples of both the right and wrong way being required.

SPOKANE LUNCHEON TO TREFZ

The Spokane Ad Club entertained at luncheon, on August 28, E. F. Trefz, of Chicago, advertising counsel of the Associated Bill Posters of the United States and Canada, and secretary of the Associated Bill Posters' Advertising Clubs.

AN ADVERTISING COLLECTION PLANNED

The public librarian of St. Louis has asked the St. Louis advertising Men's League:

"Would it be of any particular value to the advertising men of St. Louis to have in the public library a collection of selected advertisements, chosen for their novelty or ingenuity, or as exemplifying some of the principles of good advertising? If so, would your League assist in the collection of such material and advise us with regard to the best mode of classification?"

The League has replied enthusiastically that such a collection would be of value, and that the educational committee of the League would be only too glad to co-operate.

SALES MANAGERS AT CINCINNATI

The new officers of the National Sales Managers' Association, chosen at the convention held in Cincinnati, August 23-25, are: President, C. A. S. Howlett, Schenectady, N. Y.; vice-presidents, B. F. Affleck, of Chicago, E. D. Gibbs, of Philadelphia, and George H. Eberhard; secretary, J. C. Van Dooran, Minneapolis; treasurer, Robert B. McGowan, Cincinnati, and chairman of the division extension committee, Bentley P. Neff, Duluth, Minn.

At the opening session, constitutional amendments were adopted, emphasizing the ethical and scientific purposes of the association.

President C. A. S. Howlett reported an extension of association activity and increase of membership. He said that divisions would no doubt soon be formed in London, Eng.; Canada, Boston, Cleveland and St. Louis.

The feature of the convention were the addresses and discussions. Among the subjects were the following: "The Specific Purposes and Advantages of Membership in the N. S. M. A.," D. F. Parker, of Cincinnati; "Salesmanship," Paul Myers, St. Paul; "Fundamental Characteristics of a Successful Salesman," A. L. Hall, San Francisco; "What Are the Principal Subjects That Should Be Discussed at Our Meetings," E. D. Gibbs, Philadelphia; "Proper and Improper Entertainment," J. J. Gibson, Philadelphia; "Value of Trade Workers," Walter A. Knight, Cincinnati; "The Elements of Good Service," R. M. Bates, Minneapolis.

At the annual dinner, L. T. Miner, president of the local division, acted as toastmaster. The speakers were: R. M. Bates, Minneapolis; Philip Morton, Cincinnati; J. J. Lumm, Duluth, and President Howlett. St. Paul was chosen as the place of the next convention.

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Aluminotypes

The new and best method
for making printing plates

ALUMINOTYPES are *sharper, harder, print better and run longer* than electrotypes. They will not rust nor corrode and lay ink like nickeltypes.

Aluminotype advertising plates are shipped to newspapers and dealers at about the same expense of forwarding mats or less than $\frac{1}{3}$ of the expense of shipping electros or stereos.

Book Publishers, Mail Order Houses, in fact publishers of any kind (even though you now make your own plates) can obtain shop-rights and make Aluminotypes at about $\frac{1}{2}$ the present cost.

The Rapid Electrotpe Co.
CINCINNATI

NEW YORK

CHICAGO

The
Calgary Daily Herald

(Sworn Circulation 12,642 daily)

and

The
Edmonton Journal

(Sworn Circulation 7,377 daily)

The leading cities of Alberta are Calgary and Edmonton. Calgary the commercial city of the west with a population of 50,000—Edmonton, the capital of Alberta, with a population of 40,000.

The Herald and Journal are the leaders in their respective cities and together cover a field containing 400,000 people who are the best buyers per capita in America.

Any responsible advertising agency in Canada or the United States can quote you rates in either or both of these daily papers, or we shall be pleased to furnish them to you direct, with any further information which you may desire.